

MEDIA, INFORMATION AND COMMUNICATION CONTESTS: AN ANALYSIS

Presented to: John S. and James L. Knight Foundation | September 2009

FOREWORD

Four years ago, as the media industry teetered, the John S. and James L. Knight Foundation began to explore new ways to advance quality journalism in the digital age. We asked: what innovations will inform 21st century communities the way the Knight brothers' newspapers did in the 20th?

To help find them, we created the Knight News Challenge – a five-year, \$25 million contest seeking fresh ideas for using digital technology to inform geographic communities. We believed that living through a time of such enormous change, the most effective thing we can do as a foundation is to experiment and learn.

This study forwards that mission. After three rounds of the Knight News Challenge, we took a step back to examine how we could improve the contest. We consulted past challenge judges, entrepreneurs and technologists. We also explored lessons from the broader field. In general, contests are increasingly being used as a tool to solve society's most entrenched problems. In the area of news and information alone, the number of contests has doubled since we first launched the challenge in 2006.

We hope that you will find the information contained in this report as beneficial as we have. We hope it will be a useful resource for organizations that are designing and implementing contests to spur innovation, as well as for nonprofits and individuals looking for funding opportunities in the area of media, information and communication.

Gary Kebbel
Journalism Program Director

Mayur Patel
Director of Strategic Assessment & Impact

John S. and James L. Knight Foundation

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KNIGHT NEWS CHALLENGE & PROJECT SUMMARY

KNIGHT

NEWS CHALLENGE

www.newschallenge.org

The Knight News Challenge awards up to \$5 million annually to innovative ideas using digital experiments to transform local news. Open to community-minded innovators worldwide, the contest has just three rules. Applicants must:

- *Use digital, open-source technology.*
- *Distribute news in the public interest.*
- *Test the project in a local geographically defined community.*

In its first three years, the contest produced winners ranging from 20-something journalism innovators to the inventor of the World Wide Web. The News Challenge is the signature project of the Knight Foundation's \$100 million media innovation initiative, which strives to help meet the information needs of communities. Its other projects include national media policy, journalism education, universal broadband and more.

As the Knight News Challenge (KNC) enters its fourth year, the Knight Foundation is seeking to improve how it best supports media innovation and to learn more about the changing landscape of media, information and communication competitions. To do this, Knight engaged Arabella Advisors to examine the KNC's and other competitions' implementation and design. This project included:

- 1) Documenting the changing competition landscape since the KNC began in 2006-07.
- 2) Undertaking in-depth interviews with representatives from 10 focus challenges, in addition to the Knight News Challenge, and learning in more detail the similarities and differences among the challenges' goals, processes, strengths and difficulties.

SUMMARY OF ALL ICT CHALLENGES IN BROAD LANDSCAPE

Arabella Advisors began by identifying 29 information communication technology competitions and assessing them in terms of their sponsorship, geographic scope and involvement with news media.

BUSINESS CHALLENGES

BroadSoftXContest	
LeWeb Start-Up Competition*	
Vodafone Mobile Clicks*	

NET SQUARED CHALLENGES

Change the Web Challenge	
Microsoft Mobile Development Challenge	
N2Y4 Mobile Challenge*	
UC Berkeley Human Rights Center Mobile Challenge*	
USAID Development 2.0 Challenge	

TRADITIONAL JOURNALISM AWARDS

highwayAfrica New Media Awards	
Knight-Batten Awards for Innovation in Journalism	
Media Innovation Awards	
OJA – Online Journalism Awards	
Project Report	

INNOVATION IN MEDIA & JOURNALISM

Knight News Challenge*	
Media Guardian Innovation Awards*	
New Women in Media Awards	
We Media Game Changers Award	

INNOVATION IN MEDIA & JOURNALISM (continued)

We Media Pitch It*	
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INNOVATION FOR SOCIAL ISSUES/GLOBAL DEVELOPMENT

Access to Learning Award (ATLA)	
Google Project 10 ¹⁰⁰	
Imagine Cup*	
Intel's Inspire: Empower Challenge	
Stockholm Challenge*	
UNESCO-IPDC Prize for Rural Communication	
Vodafone Americas Foundation Wireless Innovation Project	

CHALLENGES WITH POTENTIAL FOR ICT WINNERS

Dell Social Innovation Competition	
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OTHER

Apps for Democracy	
Digital Media and Learning Competition*	
Sunlight Labs Apps for America*	

International	Academia	Foundations	* Focus challenges
News	Technology	Business	

For more detail, please see the profiles of individual challenges that begin on Slide 22

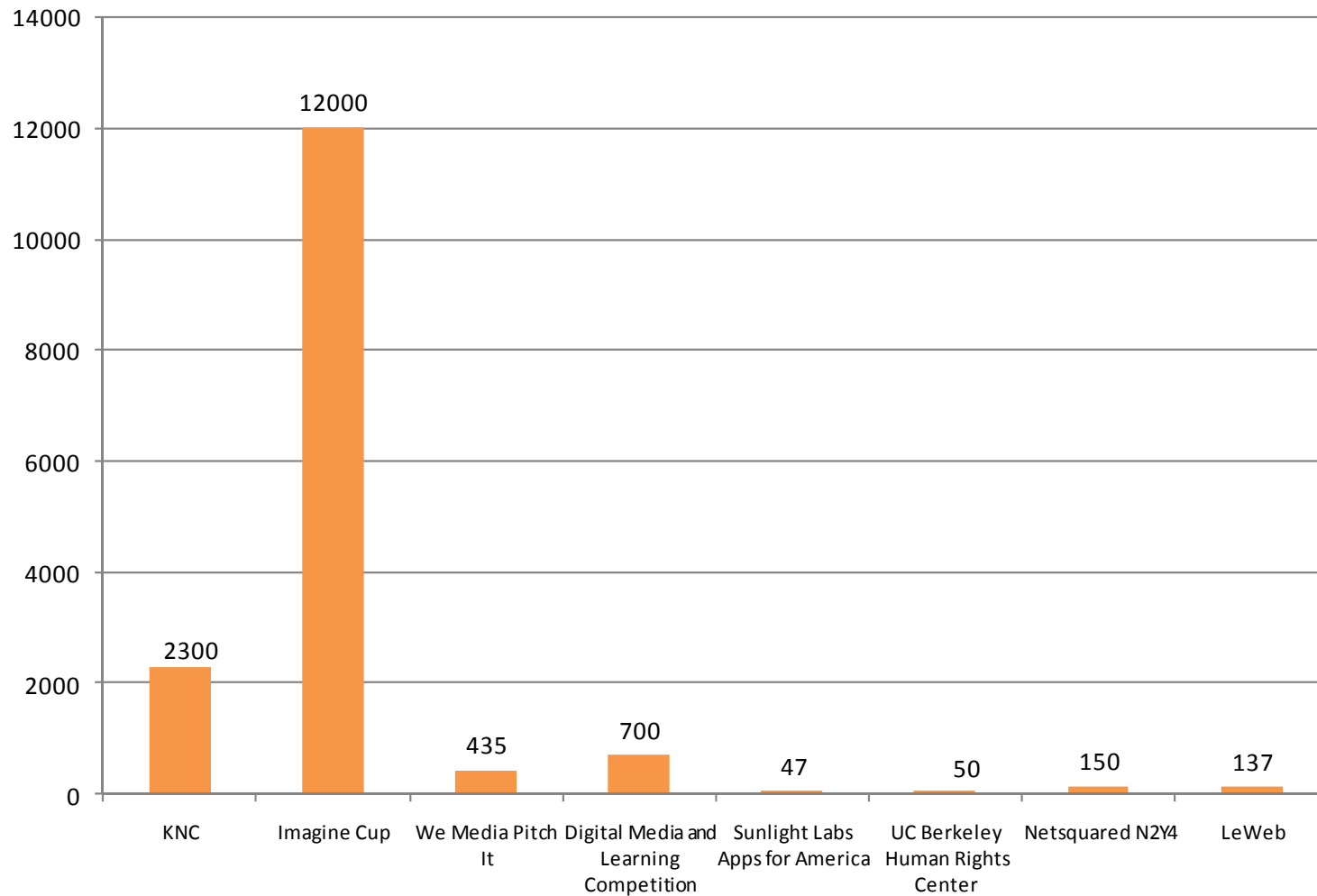
UNIVERSE OF ICT COMPETITIONS

Arabella Advisors identified 29 information communication and technology competitions, each of which has received submissions and chosen winners that relate to using digital technology for information gathering and sharing.

- Many identified competitions focus on using technology to address the world's pressing social problems – global development, global health, support for the Millennium Development Goals or government transparency. Other competitions focus primarily on developing innovative technology for commercial use.
- Of the 29 competitions, 16 have begun since the KNC launched in 2007, creating a considerably larger market of ICT competitions.
- Of the competitions that have awarded prizes, the KNC gives away the largest total amount of funding annually – up to \$5 million. The John D. and Catherine T. MacArthur Foundation's Digital Media and Learning Competition gives away the second highest total, \$2 million annually. Google's Project 10¹⁰⁰ plans to give away up to \$10 million in a one-time competition.

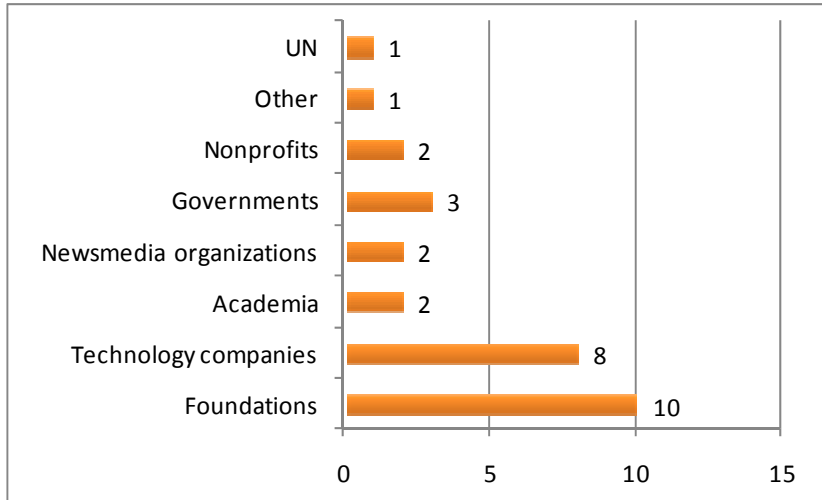
UNIVERSE OF ICT COMPETITIONS

With 2,300 submissions in 2008-09, Knight has the second highest submission rate among the eight focus ICT competitions that publicly share submission data.

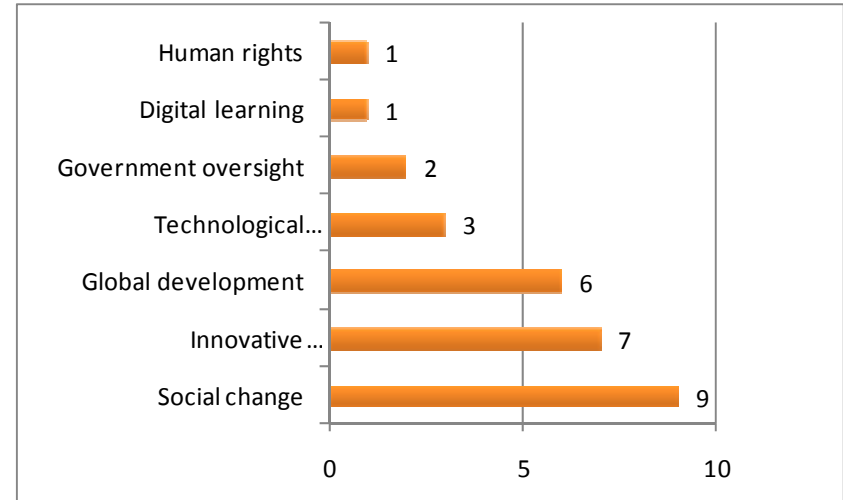


UNIVERSE OF ICT COMPETITIONS

Challenge Sponsors



Definition of the Problem



Location of Challenge



FOCUS CHALLENGES

After examining the landscape, we chose 11 focus competitions and examined them more closely to determine how they were run and to identify differences and similarities in the field. The focus competitions were chosen based either on their similarities to the Knight News Challenge, in structure or in types of winners, or on their differences, such as their business focus or connection with a conference.

The 11 focus competitions include:



Imagine Cup

Chosen because of large scope and strong reputation.



Media Guardian Innovation Awards

Chosen because of European media focus.



NetSquared N2Y4 Challenge

Chosen as representative of the NetSquared Challenges.



Stockholm Challenge

Chosen because of long history and strong reputation.



University of California, Berkeley Human Rights Center Mobile Challenge

Chosen because of winners that might be of interest to the KNC.



Knight News Challenge



Vodafone Mobile Clicks

Chosen because of its reach into a developer community.



We Media Pitch It

Chosen for its emphasis on innovative media and its nonprofit and for-profit categories.



Digital Media and Learning Awards

Chosen because it is a competition focusing on digital technology sponsored by another large, institutional foundation.



Sunlight Lab Apps for America

Chosen because of winners that might be of interest to the KNC.



LeWeb Start-Up Competition

Chosen as representative of technology competitions and because of its European focus.

REPORT OVERVIEW

Arabella Advisors identified seven key structural components to all competitions. The following slides explore common themes and distinctive aspects of these key components.



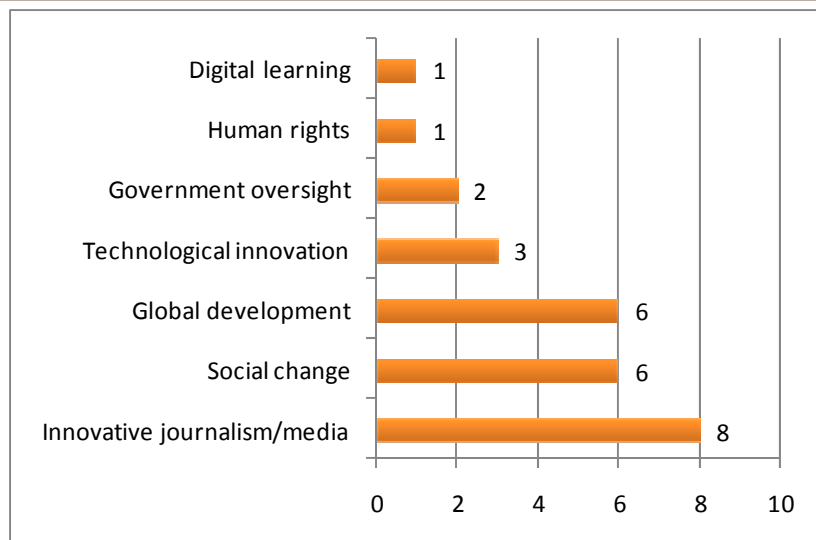
CHALLENGE GOAL

Many challenges have broad goals that cast a wide net for applicants. Some challenges are explicit in using the contest format to build a field and bring together different disciplines.

FOCUS CHALLENGES

- **Breadth of the challenge:** The KNC and many other challenges have broad goals.
- **Field building:** Several challenges were designed, in part, explicitly to prompt innovative thinking and field-building (UC Berkeley Human Rights Center Mobile Challenge – human rights; Sunlight Labs Apps for America – government transparency; MacArthur – digital learning; Media Guardian – digital media).
- **Working to solve different problems:** Many competitions try to address broader societal problems through encouraging the development of innovative technology.

Definition of the Problem



MARKETING

All competitions use their networks for marketing. Some also use targeted partnerships or outreach to affinity groups and conferences to connect with applicants in fields where they want to engage.

Relationships with developer communities:

- Sunlight Labs Apps for America has cultivated strong relationships with **Google & O'Reilly Media**.
- NetSquared Challenges, such as N2Y4, USAID 2.0 Development Challenge and UC Berkeley Human Rights Mobile Challenge, rely on its contacts within the **Google & Sun developer communities**.
- Vodafone relies on its partnership with **Mobile Monday** to connect with the technology community.

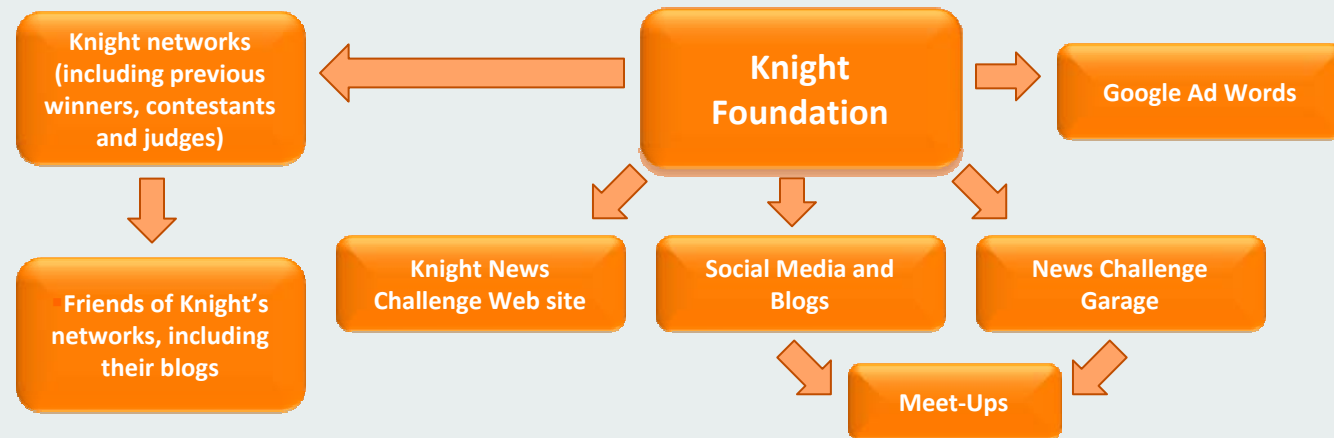
Reliance on conferences:

- Many organizations have paired their competition with their own conference to capitalize on the judges' involvement, draw more people in the field together and generate greater publicity and attention. Conferences are also opportunities for applicants to learn from one another and other conference-goers, as well as to gain exposure to potential other sources of funding. Examples include:
 - LeWeb Start-Up Competition at the LeWeb conference
 - UC Berkeley Human Rights Center Mobile Challenge at The Soul of the New Machine conference
 - We Media Pitch It at the We Media Miami conference
 - Imagine Cup at the Imagine Cup Finals
 - N2Y4 at the N2Y4 conference
 - BroadSoft XContest at the BroadSoft User Conference
- Some competitions partner with existing conferences that offer them a venue and audience for their final round of judging or an opportunity for their finalists to demonstrate their submissions publicly. Examples include:
 - Vodafone Mobile Clicks and **PICNIC**
 - Sunlight Labs Apps for America and **Gov2.0** (sponsored by O'Reilly and TechWeb)
 - Project Report and the **Pulitzer Center Journalism Summit**
 - Vodafone Wireless Innovation Project and the **Global Philanthropy Forum**

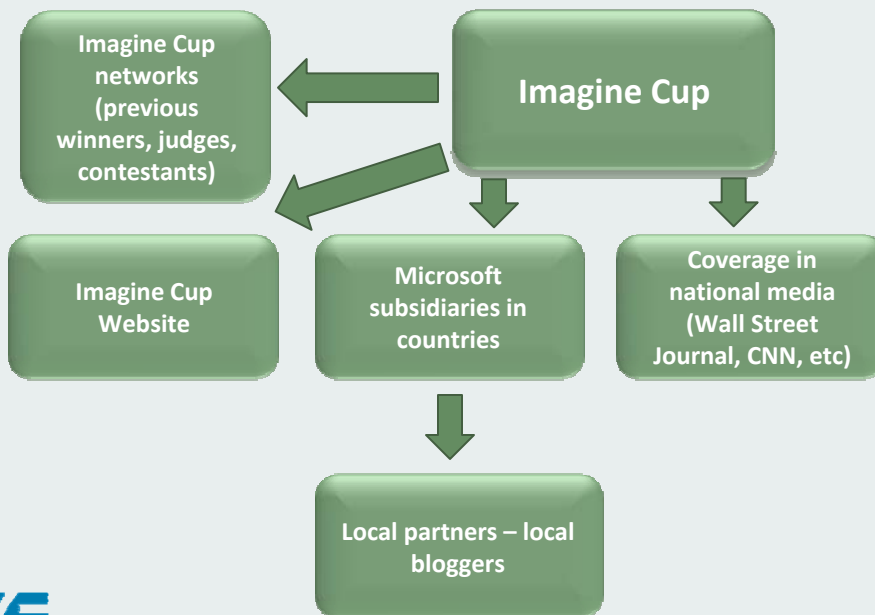
MARKETING

Competitions reach out to potential applicants through various channels, such as partners, conferences, subsidiaries and internal networks.

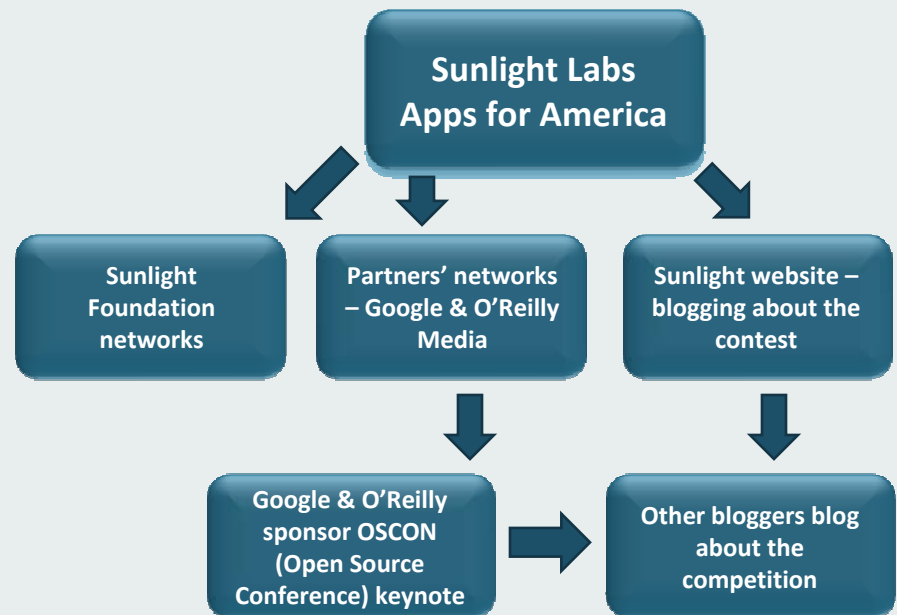
KNC marketing model



Marketing model relying on subsidiaries and local partners



Marketing model relying on partners and conferences



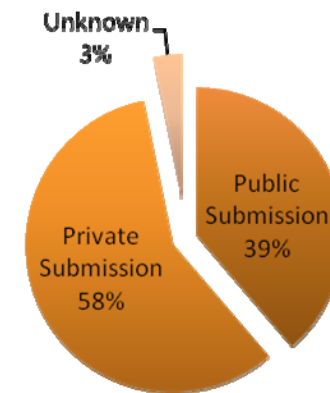
APPLICATION PROCESS

Some competitions employ mentoring or feedback to applicants. Many competitions are committed to tapping into the wisdom of the crowd.

FOCUS CHALLENGES

- **Public vs. private submissions:** For competitions that are committed to transparency and/or crowdsourcing, submissions are publicly available and can be commented upon and adjusted based on public feedback. This is a key component of all NetSquared Challenges, as well as Sunlight Labs Apps for America. The Digital Media and Learning Competition is considering implementing an element of crowdsourcing in their 2010 competition.
- **Capacity building:** Some competitions encourage judging feedback to the contestants, to help them strengthen their submissions in the following round or for the next project. We Media Pitch It staff works with the finalists to improve their applications, and particularly their pitching skills, before the final live judging round.

Percentage of all identified challenges using public or private submissions



JUDGING CRITERIA

Competitions use various criteria to judge submissions. Criteria that appeared in the majority of the focus challenges included:

- Technological Innovation
- Sustainability/Viability of the business model
- Applicant team's experience
- Social impact
- Originality

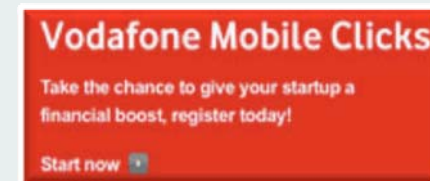
Three Examples of Judging Criteria



- 35% innovation and solution design
- 30% technical architecture and user experience
- 15% business viability
- 20% presentation quality and panel Q&A



- Story
- Design
- Social impact
- Pattern change
- Purpose
- Community
- Sustainability



- Originality
- Creativity and innovation
- Technical and operational ability
- Economic and financial viability
- Quality of the management team

JUDGING PROCESS

The focus competitions vary in their judging processes. Many rely on some form of community input. Some require in-person presentations from the applicants, while others do not.

- Number of judges: Several challenges use a large number of judges during the judging process, either during an initial review phase or during the final round. Competitions with many judges split the judges into different judging panels.
 - The Digital Media and Learning Competition uses 60 judges to review the first round of applicants.
 - The Stockholm Challenge uses 35-40 judges to review 800-900 submissions over the course of two months. Each project is reviewed by 3-4 jury members.
 - The Imagine Cup engages 30-60 judges in their final review, depending on the number of applicants.
- In-person judging: Several challenges use in-person judging as a part of their judging processes. Sometimes the judging is done in front of a larger audience or at a conference.
 - The Imagine Cup hosts in-person judging for most of its finalists during its three-day conference. Judges are split into panels and applicants present in front of at least two rounds of judging panels before they are eliminated or advanced. Applicants go through several rounds of judging to reach the final round. After applicants present to the judges, the judges score and rank the applicants and deliberate privately. All finalists receive written feedback to improve their projects.
 - We Media Pitch It hosts semifinalist live judging, where 20-30 semifinalists in each of the competition's two categories pitch their submissions to a panel of judges. All applicants receive judging feedback, and the finalists present their submissions live in front of a panel of judges at the We Media Miami conference.

JUDGING PROCESS

Community Voting/Crowdsourcing

- Many challenges committed to engaging the wisdom of the crowd use public applications and allow for public feedback to the submissions.
- Other challenges allow for public voting so that the crowd has an even greater influence on the outcome of the competition. Examples of this include:
 - Sunlight Labs Apps for America – judges determine the three finalists and the community votes on the winner.
 - Vodafone Mobile Clicks – in the final round, judges vote on the finalists, as does the public, and the public vote is averaged and counts as equal to one judge vote.
 - NetSquared Challenges – NetSquared uses various forms of crowdsourcing during its voting processes. For the UC Berkeley Human Rights Challenge, the public chooses 15 finalists, which UC Berkeley then vets to make sure they fit the criteria. Those finalists are then judged by a separate judging panel. N2Y4 uses a similar structure, with the finalists vetted by an invitation-only conference audience.
 - Project Report - The second round of judging was done by its YouTube community, choosing the competition finalists. The final round was judged by a combination of a judging panel and a community vote.
 - We Media Game Changers – In addition to the main winners chosen by a judging panel, We Media Game Changers also includes a Community Choice Award determined by the public.

MARKETING - PARTNERSHIPS

Many competitions use partnerships with universities, nonprofits and for-profit companies as a way to reach potential applicants and judges.

APPS FOR DEMOCRACY

Washington, DC's Office of the Chief Technology Officer and iStrategy Labs

DELL SOCIAL INNOVATION COMPETITION

University of Texas

DIGITAL MEDIA AND LEARNING COMPETITION

John D. and Catherine T. MacArthur Foundation, Duke University, University of California Humanities Research Institute, HASTAC (Humanities, Arts, Science and Technology Advanced Collaboratory)

HIGHWAYAFRICA NEW MEDIA AWARDS

Rhodes University (School of Journalism and Media Studies), the South African Broadcasting Corporation (SABC), Open Society Institute

KNIGHT-BATTEN AWARDS FOR INNOVATION IN JOURNALISM

J-Lab – The Institute for Interactive Journalism, Knight Foundation

LEWEB START-UP COMPETITION

Seedcamp, Sun Microsystems

MEDIA GUARDIAN INNOVATION AWARDS

The Guardian (UK), Blitz, UTALK Marketing, LG, Andaz Liverpool

NETSQUARED CHALLENGES

Cisco, Tech Soup Global, Microsoft, Yahoo!, GiveZooks, Idea| Project, The Coup, SAP Business Objects, Adobe, Acteva, Raincity Studios, Readytalk, Second Life, Sun Microsystems, Redemtech, Network for Good, Alonovo.Com, l'Atelier, ReadWriteWeb, Social Signal

NEW WOMEN IN MEDIA AWARDS

McCormick Foundation, J-Labs, American University School of Communication

OJA – ONLINE JOURNALISM AWARDS

Online News Association, Gannett Foundation, Knight Foundation

PROJECT REPORT

YouTube, The Pulitzer Center, Sony VAIO, Intel

STOCKHOLM CHALLENGE

Royal Institute of Technology (KTH) in Stockholm, Sida, Ericsson, the City of Stockholm

SUNLIGHT LABS APPS FOR AMERICA

Sunlight Foundation, Google, O'Reilly Media, TechWeb

VODAFONE AMERICAS FOUNDATION WIRELESS INNOVATION PROJECT

NetSquared, Global Philanthropy Forum

VODAFONE MOBILE CLICKS

Vodafone UK, Mobile Monday London/Amsterdam, Vodafone NL, Picnicnetwork.org, Trend8

WE MEDIA GAME CHANGERS AWARD

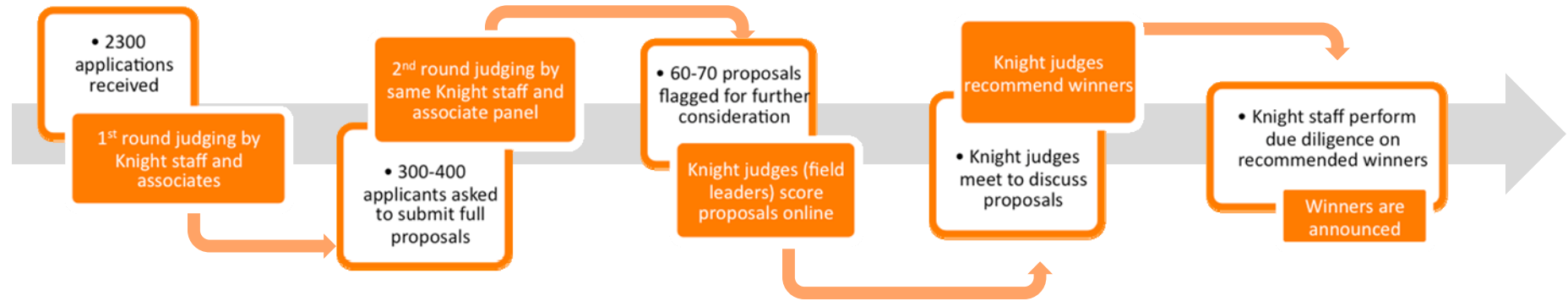
We Media, McCormick Foundation

WE MEDIA PITCH IT!

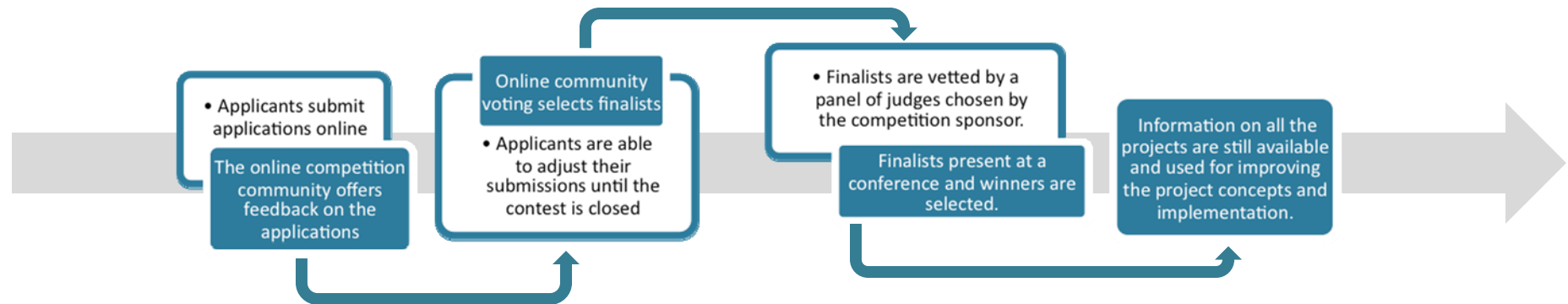
We Media, The Ethics and Excellence in Journalism, Ashoka Foundation

JUDGING PROCESS MODELS

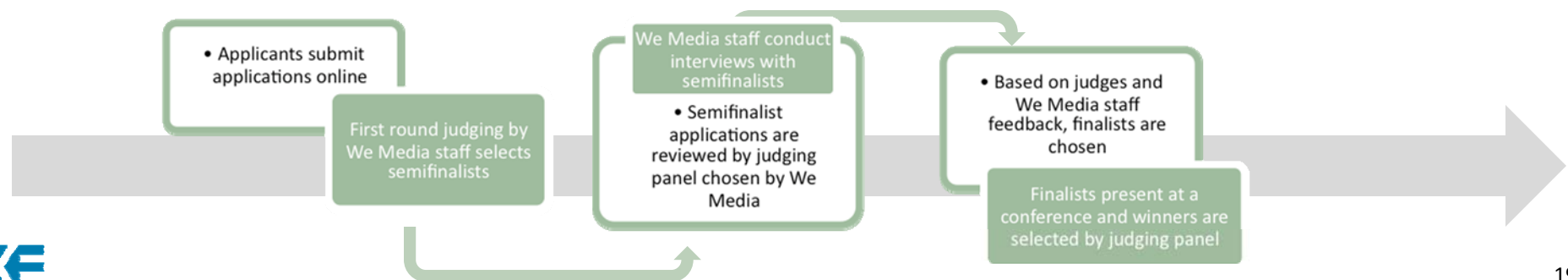
External Expert Model (based on the KNC) – judging in this model is done predominantly by external expert judges.



Crowdsourcing Model (based on NetSquared) – this model emphasizes the voice of the online community.



In-Person Presentation Model (based on We Media Pitch It!) – in this model a premium is placed on the applicant’s ability to present in person.



WINNERS

Many challenge winners have developed innovative methods of news and information gathering and sharing.

EXAMPLES OF CHALLENGE WINNERS

- **Challenges with winners who work on mobile applications for data and information collection and sharing:**
 - Stockholm Challenge – Digital Green (information sharing between farmers), M-Pesa Money Transfer (money transfers via mobile phones) and EpiSurveyor (open-source software for health data collection and analysis on mobile devices).
 - UC Berkeley Human Rights Center Mobile Challenge – Guardian: Secure, Private, Anonymous Telephone (Google Android’s open-source mobile telephony platform provides the foundation for a type of phone that cloaks its users and their data).
 - N2Y4 Mobile Challenge – VozMob (an open-source multi-media platform optimized for low-cost mobile phones that lets users share stories about their lives and communities).
- **Challenges with winners that encourage citizen journalists to record their experiences:**
 - UC Berkeley Human Rights Center Mobile Challenge’s Mother Jones Human Rights Citizen Investigation
 - NetSquared N2Y4 Mobile Challenge’s IPeace.
- **Challenges with winners focused on technology for transparency:** Sunlight Labs Apps for America.
- **Challenges with winners that are mash-ups used for information sharing:**
 - Sunlight Labs Apps for America’s DataMasher (two different public data sources are mashed up with an operator, which can be shared).
 - BroadSoft XContest’s Disaster Dispatcher (voice mash-up that integrates Twitter, BroadWorks and RSS feeds into a one-window communications tool for emergency operators).



SUPPLEMENTAL SUPPORT

Several competitions invest in creating a community of winners. Some competitions offer supplemental support, including mentoring, coaching and facilitating business development opportunities.

CHALLENGE SUPPLEMENTAL SUPPORT

- **Institutionalized supplemental support:** Several competitions emphasize engagement with their winners beyond a financial prize.
 - We Media Pitch It winners receive support from We Media staff and network members, such as coaching on pitching to investors, introductions to potential investors and partners, and exposure to potential support through notoriety around the prize.
 - The Imagine Cup previously hosted the Innovation Accelerator project, in partnership with venture capitalists, which supported the winners in developing their ideas further and getting feedback from Microsoft and venture capitalists. They suspended the program because of the time commitment it required from the Imagine Cup team.
 - The Stockholm Challenge is considering working with partners or sponsors who would commit to interacting with the winners after the challenge is complete.
 - Project Report offers mentoring and guidance from professional journalists to their top five finalists.
- **Ad hoc supplemental support:** Some competitions do not have formal supplemental support programs but offer various forms of support on an ad hoc basis.
 - For NetSquared's N2Y4 and UC Berkeley Human Rights Center Mobile Challenge, finalists present at a conference in front of potential funders and leading developers. The finalists get both exposure to feedback and the opportunity to build relationships.
 - Sunlight Labs Apps for America has given grants to its winners and has taken over projects that its winners could no longer support.
 - BroadSoft's XContest winners are invited to attend BroadSoft's annual user conference where they can publicly demonstrate their applications to industry executives, opening up the possibility of obtaining further support for their technology.



INFORMATION COMMUNICATION TECHNOLOGY
CHALLENGE LANDSCAPE





BROADSOFTXCONTEST

BACKGROUND

- *Sponsors:* BroadSoft, IBM, Polycom
- *First Year:* 2008
- *Total Prizes:* \$43,000

CONTACT INFORMATION

- <http://developer.broadsoft.com/xcv2>

Definition of the Problem the Challenge Addresses

- Software developers are invited to create innovative, new application mashups, using BroadSoft's free Xtended Web Services and other open APIs, which make life easier and more engaging for consumers or help businesses achieve greater efficiencies

Application Criteria

- Broad challenge: Technological innovation for businesses and consumers.
- Eligibility: Open to all application developers, software development teams and independent software vendors.
- The awards are broken into four categories: business, consumer, vertical (applications for a business vertical), and cool (innovation without a specific purpose).
- Applications screened on: relevance of the submission to the category; use of other open APIs relevant to the category; breadth of impact on the particular category; its potential for revenue generation; ease of use and provision through BroadSoft's marketplace; use of BroadSoft and IBM tools; and innovation.

Application Process

- Applications online
- Private submission.

Messaging of Competition

- The competition is business-focused and geared toward software developers who aim to sell their products commercially. Applicants must use BroadSoft products.

Judging Process

- Presentation to judges: No.
- The submissions are judged by a judging committee selected by BroadSoft.

Recent Winners

- Disaster Dispatcher, a voice mashup that integrates Twitter, BroadWorks and RSS feeds into a one-window communications tool for emergency operators.
- Project ARCTIC, a mashup that improves the accounts receivable process within organizations.
- Quickset, a mashup that provides Windows and MAC operating system users with access to their BroadWorks services via a unique, simple desktop interface.

Supplemental Support

- In addition to offering prize money, the top two winners in each category receive \$1,000 for travel to BroadSoft's annual user conference, where they can publicly demonstrate their applications to industry executives.



Goal of the Challenge

- The competition is primarily a tool for entrepreneurs and start-ups to gain exposure to potential partners and investors. Finalists' participation at the LeWeb Conference gives them the opportunity to share ideas, meet leaders in their fields and network.

Marketing

- Target audience: International entrepreneurs and start-ups with a technology focus.
- Relies heavily on LeWeb Conference marketing and networks through associated partners (such as Sun Microsystems, Orange and SeedCamp).

Application Process

- Applications are submitted online. Applicants answer a simple set of questions that profile their start-up company.
- Finalists are required to buy a ticket to attend the conference and present to the conference judging panel.

Judging Criteria

- The judging criteria are not highly structured. The judges look at the importance of the product, the kinds of partnerships from which the company could benefit and the kinds of resources it needs. The judges do not examine the company's financials.
- The entrepreneurs must be a start-up, cannot be in operation for more than 5 years.

Judging Process

- Judges are comprised of representatives from various LeWeb conference partners and participants.
- Twenty companies are selected from the applications submitted and present in front of a panel of expert judges on the first day of the conference.
- The winners from this group then present their companies on the LeWeb main stage during a special session on the 2nd day.

BACKGROUND

- *Sponsors:* LeWeb and Seedcamp
- *First Year of Awards:* 2006
- *Total Prizes:* Sun Microsystems Server, Opportunity to Present to LeWeb Conference

CONTACT INFORMATION

- <http://www.leweb.net/startupcompetition/presentation>

Recent Winners

- Viewdle, a facial recognition powered digital media platform for easily indexing, searching and monetizing video assets (U.S.).
- Webnode – Westcome, a free web site creation tool (Czech Republic).
- Zoover, a large independent travel web site where viewers can write reviews for European travel (The Netherlands).
- Goojet, a personal mobile web page (France).
- PLYmedia, a provider of contextual overlays of information on top of online video (U.S.).
- G.ho.st, a free and complete Internet-based virtual computer service, including personal desktop, files and applications, available from any browser (Israel).

Supplemental Support

- There is no formal supplemental support. However LeWeb '08 provided a Start-up Competitors' Lounge in which companies could network with potential investors.
- Top three finalists also received a server from Sun Microsystems in LeWeb '08.



Goal of the Challenge

- The challenge aims to create innovation in mobile technology and to support new businesses.

Marketing

- Target audience: Focus on the UK and the Netherlands -- individual developers interested in mobile technology and start-up businesses.
- Vodafone partners with the Mobile Monday community (Amsterdam and London), which is comprised of developers interested in mobile applications.
- Mobile Monday drives the P.R. for the contest. Additionally, Vodafone relies on jury members for marketing.
- Marketing also involves working through blogs, personal contacts and social media sites (Facebook, Twitter, LinkedIn).

Application Process

- Applications are submitted online.
- Once short-listed candidates are selected, teams are allowed to strengthen their projects based on feedback from the jury panel.

Judging Criteria

- Judging criteria:
 - Originality
 - Creativity and innovation
 - Technical and operational ability
 - Economic and financial viability
 - Quality of the management team
- There is no strict definition of “innovation” for the contest.

Judging Process

- Vodafone runs a parallel judging process in the UK and the Netherlands, bringing finalists together in the final round.
- Internal Vodafone staff short-lists candidates.
- Short-listed applicants move to the first round of judging, which involves a presentation and Q&A before the jury panel. The jury is comprised of industry experts, a representative from the Mobile Monday community and internal Vodafone leadership.

BACKGROUND

- *Sponsor:* Vodafone, Trend 8, PICNIC, Mobile Monday Amsterdam, Mobile Monday London
- *First Year of Prize:* 2008
- *Total Prizes:* \$216,000 (€150,000)

CONTACT INFORMATION

- www.vodafonemobileclicks.com

Judging Process (continued)

- Jury members provide feedback and constructive criticism to the applicants.
- Semifinalists present a more in-depth proposal and participate in an extended Q&A session in the second round. Three finalists are selected.
- UK and Dutch finalists present publicly at the PICNIC Conference. Winners are chosen by a combination of jury and public online voting. The online vote counts as an additional jury member’s vote.

Recent Winners

- Nulaz – N2Mobi, a location-based social networking service merging Google Maps and Facebook to allow people to see where their friends are, to share locations and to view local information.
- Tipspot, an online city guide service that highlights and ranks ongoing events particular to the UK and Netherlands.
- Map the Gap, an idea-sharing application for location-based management and idea sharing.

Supplemental Support

- Currently, none. There is no commitment from Vodafone to purchase or support the product.





CHANGE THE WEB CHALLENGE

BACKGROUND

- *Sponsor:* Social Actions
- Member of the NetSquared family of challenges
- *First Challenge:* 2009
- *Total Prizes:* \$10,000

CONTACT INFORMATION

- <http://www.netsquared.org/changetheweb>

Definition of the Problem the Challenge Addresses

- Web sites and social networks related to social issues have proliferated on the Internet. The opportunity to sign a petition, join a cause or donate funds is open to all web users. This challenge supports the creation of innovative technological tools to help people find and share opportunities to take action on the web sites, blogs and social networks that they visit everyday.

Application Criteria

- Broad challenge: Social action via the Internet
- International applicants are welcome.
- Eligibility: All applicants must be over 18
- Submission criteria: innovativeness, user-experience and usability, and potential for impact.

Application Process

- Applicants apply online.
- Public submissions.

Messaging of Competition

- The challenge is geared toward avid Internet, social networking and technology users and is agnostic as to the social issue the submissions address.

Judging Process

- Presentation to judges: Yes.
- Twenty-four finalists are chosen by a NetSquared community vote.
- Eight judges, chosen by the Social Actions online community, determine the three winners.

Recent Winners

- Social Actions Interactive Map, software that extracts information in text paragraphs and displays it in list and map form (U.S.).
- Zemanta's Related Social Actions for Bloggers, a blogging add-on that recommends additional content while a blog post is written (Slovenia).
- SquarePeg's iPhone Application, which enables management of social actions on the go (U.S.).

Supplemental Support

- In conjunction with the challenge, Social Actions hosted a Change the Web Conversations Series: open online chats discussing how to use technology platforms for good.

CHANGE THE WEB CHALLENGE - FINALISTS

- **Amazeeng : Search Social Action Everywhere! (Romania)** – Internet platform that empowers individuals and organizations to initiate and promote their ideas and plans, to find like-minded people and raise funds.
- **Beyond the Bite (U.S.)** – provides "actionable intelligence" about what members of Congress are doing and saying for the general audience.
- **CauseSense (Unknown)** – This project is a Firefox plug-in that lets you replace (Google) Ads with Social Actions ads.
- **Charity Meter (Netherlands)** – A widget the user places on social networks that displays how much the user gives to causes he or she cares about.
- **Citizens Voice Social Application (India)** – A social networking application that includes creating campaigns, petitions, polls, discussions, chat, support and e-signatures.
- **Democracia 2.0 (Brazil)** – A portal created to allow people to share, vote and create actions to be taken by the community.
- **District-by-District Organizing Tool (Canada)** – The District-by-District Organizing Tool is a full-featured social networking site that empowers users to lobby congressional representatives in order to effect change. Full contact information for each congressperson, election years, historical results, maps of districts and a variety of other information is made available.
- **Giveback's Take Action Widget (U.S.)** – Records and displays the number of actions that people take through it, thus showing, in real time, how effective that site has been at motivating people to make a difference.
- **Micro-lending Widget (U.S.)** – This widget will be embedded on the "landing page" where Lend4Health.org lenders will be taken after they make a loan. Pulling data from the Social Actions API, it will present to the lender three microlending opportunities available on other Social Actions platforms (e.g., Kiva, Wokai).
- **Social Actions + Cell Alert = Social Actions Alerts (U.S.)** – This mashup will allow for an increase in the findability of useful information (via Social Actions Alerts) about social actions for users.
- **Social Actions for Facebook and MySpace** - No information provided.
- **Social Actions Interactive Map (And Location Extractor) (U.S.)** – Uses sophisticated techniques to extract location information from full text paragraphs about people's social actions and displays the information in list and map forms.
- **Social Actions Map (Greece)** – Creates awareness and provides information about social actions around the globe. Web site owners and wordpress.com bloggers can use the provided pipes in a way that fits their particular interests and attention areas.
- **SocialActions Search For Firefox (U.S.)** – Enables users to easily add a SocialActions search to their Firefox toolbar, giving them 24/7 access to the huge database at SocialActions.
- **Social Actions Tuner (U.S.)** – This tool helps connect the right volunteer and donation opportunities with the right people.
- **Social Actions WordPress Widget (Czech Republic)** -- Grabs tags for each web post and searches for related social actions.
- **Social Connect (India)** – A web application that uses the power of Facebook Connect, Twitter API, LinkedIn and Blogger data API to spread the word of various Social Actions across these sites.
- **Social Friends (unknown)** – An application that finds people on Twitter who have referred to social actions.
- **Squarepeg** – iPhone app pulls on the Social Actions API, enabling users to manage all of their social actions on the go.
- **"Take Action" Button (Unknown)** – The action button can be added to any web site. It is not tied to a specific platform.
- **Take Action for Firefox (Costa Rica)** – A Firefox add-on that takes advantage of the open Social Actions database, giving the user access to thousands of ways in which to make a difference in the world.
- **Take Action iGoogle Gadget (Unknown)** – Find and save Social Actions from the iGoogle Homepage.
- **Volunteer Connect – The Easiest Way to Volunteer (Unknown)** – Social media application that helps charities recruit volunteers and volunteers find charitable opportunities that fit their interests and schedules.
- **Zemanta's Related Social Actions For Bloggers (Slovenia)** – Zemanta is a blogging add-on that recommends additional content while you write your blog post.

BACKGROUND

- *Sponsor:* Microsoft
- Part of the NetSquared family of challenges
- *First Challenge:* 2009
- *Total prizes:* \$31,000

CONTACT INFORMATION

- <http://www.netsquared.org/microsoft>

Definition of the Problem the Challenge Addresses

- Mobile technology is increasingly ubiquitous in the developing world and holds great potential for impact in areas such as health, banking, agriculture, education and other pressing development areas. This challenge seeks to encourage innovations for applying mobile technologies for development, specifically around one of the eight United Nations Millennium Development goals.

Application Criteria

- Focused problem solving: Technological innovation to support the U.N. Millennium Development Goals.
- International challenge.
- Eligibility: Applicants must be affiliated with a nonprofit to participate.

Application Process

- Application submitted online.
- Public submission.

Messaging of Competition

- The competition is geared to a range of applicants, from global development professionals to those who have an interest in innovative technology.

Judging Process

- Presentation to judges: No.
- A panel of five judges appointed by Microsoft chooses winners based on five categories (Technical Feasibility, Development Potential, Likelihood of Outside Investment, Innovation, Replicability and Scalability). The winners are announced at the N2Y4 Mobile Conference.

Recent Winners

- FrontlineSMS:Medic - SMS for Medical Records and Mobile Lab Diagnostics, an open-source software package for healthcare applications in the developing world (U.S.).
- Face the Change, a web-based communication platform on climate change (U.S.).
- Help Is Only an SMS Away, a text-messaging service for vulnerable children (Switzerland).
- Agricultural Market Information Services (AMIS) Project, connecting farmers and consumers in the developing world through SMS services (Cameroon).

Supplemental Support

- N/A



Goal of the Challenge

- The challenge is meant to inspire software developers and social innovators to collaborate and share ideas to solve problems using technology. The greater goal is to inspire nonprofits, technology developers and others to develop their ideas publicly and share them, successfully utilizing the community-empowering capabilities of the Internet to increase impact and achieve social change.

Marketing

- Target audience: Interdisciplinary – funders, software developers, marketers and social innovators.
- Because they run a number of challenges, NetSquared has an existing network of developers its relies upon.
- NetSquared hosts “net Tuesdays” – monthly events for developers that allow for information exchange and idea sharing, as well as regular regional conferences for its community.
- NetSquared works with local partners when marketing a challenge in a new country, such as social media leaders, local foundations, local technology companies, or a Sun or Google local office.

Application Process

- Applications are submitted online for public viewing.
- Project teams are encouraged to continue developing their submission and product during the submission period. Project descriptions can be updated or changed until the close date.

Judging Criteria

- The judging criteria are categorized by three axes of impact:
 - Sustainability
 - Technology/Innovation
 - Social Impact

“Innovation” is not defined. “You know it when you see it.”

BACKGROUND

- *Sponsor:* NetSquared
- *First Challenge:* 2006
- *Total Prizes:* \$50,000

CONTACT INFORMATION

- <http://www.netsquared.org/n2y4>

Judging Process

- The community vote determines the top 14 projects to move on to the final round. On the NetSquared vote platform, registered users can cast a ballot during a one-week window for between three and five projects.
- All finalists present their submissions in person at the invitation-only N2Y4 conference. The conference audience votes on the top three winners.
- All finalists receive feedback on their presentations from audience members, who are leaders in their fields. The emphasis in the judging is to mentor and improve the applicants and their submissions.

Recent Winners

- FrontlineSMS:Medic - SMS for Medical Records and Mobile Lab Diagnostics, mobile phones that empower community health workers in the developing world by modifying open-source technology (Malawi, U.S.).
- The Extraordinaries, on-demand crowdsourcing volunteerism via smart phones, smart-phone software (iPhone, Blackberry and more) that allows people to perform brief microvolunteer tasks on their smart phones in a short amount of time (U.S.).
- VozMob: Mobile Voices/VocesMoviles, offers an open-source multi-media platform optimized for low-cost mobile phones that let users share stories about their lives and communities.

Supplemental Support

- NetSquared offers continued engagement with its community of applicants through online interaction and its net Tuesday gatherings.
- NetSquared also arranges for mentoring relationships with participants.

Finalists

- Agricultural Market Information Service (AMIS) Project, enables farmers and businesses to connect by delivering information through SMS messages (Cameroon).
- DatAgro: Increasing the Yield of Latin American Farming Cooperatives, provides digital content for Chilean farmers using ICTs (U.S.).
- Digital Democracy's Handheld Human Rights, allows human rights violations in Southeast Asia to be reported over SMS to secure telephones in India (U.S.).
- Equobility, access to information using mobile technology and solar powered chargers (U.S.).
- Face the Change, web based communication platform on climate change (US).
- IJCentral: A Movement to Support Global Rule of Law, allows international justice constituents to have global conversations using SMS (U.S.).
- Ipeace, is a safe open source mobiletelephony platform and Web 2.0 platform to allow the public to expose war crimes and human rights violations in the Democratic Republic of Congo (Sweden).
- Local SMS Community Newsletter for Promotion of Self-Employment, an SMS-based newsletter that alerts, informs and offers a digital resource for mobile users.
- PublicStuff – The Craigslist for Local Government Interaction, a mobile application that allows users to connect with their local government (US).
- SeeClickFix, free mobile phone and web tool that allows citizens to report and document nonemergency issues and communicate them to those accountable for the public space (U.S.).
- Slave-Free, allows consumers to share products that have not profited from human trafficking by uploading “slave-free” labels for products they buy.

Goal of the Challenge

- The challenge aims to encourage human rights groups to think about adopting technology for information gathering and human rights monitoring and to prompt innovative thinking among those groups. Additionally, the center aims to motivate those working in the mobile technology space to think about human rights.

Marketing

- Target audience: Global scope, human rights organizations, software developers.
- Marketing campaign facilitated by NetSquared, using their networks, as well as attendees to the Center's Soul of the New Machine Conference.

Application Process

- Applications submitted online. Applications are open and available for comment by the NetSquared community. Applicants can change their submissions based on community feedback.
- The center was particularly interested in experimenting with crowdsourcing as a way to find innovation in the human rights field.

Judging Criteria

- The judging criteria were split into these broad categories:
 - Program area
 - Technical feasibility
 - Relevance

Emphasis is on a combination of innovation and invention, with more weight on innovation. The judges wanted to see mobile technology applied to human rights in a new way – not necessarily new technology.

Judging Process

- The community vote determines the finalists. On the NetSquared vote platform, registered users can cast a ballot during a one-week window for between three and five projects.
- Before publishing the final 10 results, the center filters out projects that don't align with the goals of the challenge.
- A panel of judges, including technical and human rights leaders, chooses three winners from the finalists.
- There is no direct presentation to the judges, but the 10 finalists participate in the conference.

BACKGROUND

- *Sponsor:* University of California, Berkeley Human Rights Center
- Part of the NetSquared family of challenges
- *First Challenge:* 2009
- *Total prizes:* \$30,000
- 50 submissions from 23 countries



CONTACT INFORMATION

- <http://www.netsquared.org/hrc-ucb>

Recent Winners

- Guardian: Secure, Private, Anonymous Telephone, open-source mobile telephony platform provides the foundation for a type of phone that cloaks its users and their data (US).
- Freedom Fone, a free, open-source software tool that can be used to build dial-up information services in any language 24/7 (Zimbabwe).
- Digital Democracy's Handheld Human Rights - Institute for Multi-Track Diplomacy, uses SMS gateways to connect people reporting abuses to a web-based hub (U.S.).
- Bug4Good, a mobile device based in BUG Labs technology that will protect human rights field-workers and witnesses. It is portable and features knowledge discovery and data visualization software tools (U.S.).

Supplemental Support

- The center does not provide supplemental support. There is a social network for the conference itself, and NetSquared provides mentors to the three winners to help fill in gaps in their projects.
- By participating in the center's conference, the finalists were exposed to feedback from leaders in the technology and human rights fields and potential funders.



Finalists

- Face the Change, a web-based communication platform on climate change, explores the use of cell phone messaging (voice, text and video) to engage poor and vulnerable communities in developing countries and empower them to participate in national debates and policy development (U.S.).
- FrontlineSMS + Cell Alert = FrontlineSMS Alerts, a mobile technology geared toward people in the developing world offering a suite of information tracking and delivery modules called Grant Alerts, Regional Conflict Alerts, Genocide and Blockade Alerts, World Food Aid Alerts, and Economic Aid Alerts(U.S.).
- IJCentral, in tandem with documentary film *The Reckoning: The Battle for the International Criminal Court*, is a social network for global justice to combat crimes against humanity. It implements a multiplatform citizen engagement strategy using geo-located mobile phone SMS text messages, to build a worldwide constituency for the rule of law visualized on the IJC Map (U.S.).
- IPeace, a safe open-source mobile telephony and Web 2.0 platform to allow journalists, human rights activists, scientists and others to expose war crimes and human rights violations in the Democratic Republic of Congo (Sweden).
- Mother Jones Human Rights Citizen Investigation: Indonesia Biofuels, a human rights mobile tech initiative, using voicemail, SMS, video, existing social networks and online drop boxes. It empowers those individuals most directly affected in human rights stories to fill a watchdog role in collaboration with networks of reporters and NGOs, building topical knowledge for journalists and rights groups (U.S.).
- Spreading It: Received By Everyone, a solution that integrates web and mobile technologies in one system, allowing everyone who faces any human rights violation to use a mobile phone to record and send it to a predefined international number. Once received, the message will be instantly SMSed to a large number of people who work in the field (Egypt).



USAID DEVELOPMENT 2.0 CHALLENGE

BACKGROUND

- *Sponsor:* United States Agency for International Development, Global Development Commons
- *Prize Year:* 2008
- *Total Prizes:* \$20,000

CONTACT INFORMATION

- <http://www.netsquared.org/usaiddates>

Definition of the Problem the Challenge Addresses

- Mobile technology, including everything from inventive applications for smart phones to simple text messaging, is increasingly ubiquitous in the developing world. The competition asked applicants to explore its potential through an innovation for maximum development impact in areas such as health, banking, education, agricultural trade or other pressing development issues.

Application Criteria

- Focused problem solving: Using mobile technology to create solutions to development challenges.
- International applicants welcome.
- All applications using mobile technology for development were invited to apply.
- Applicants are evaluated on: technical feasibility, development impact potential, value for money and ability to attract additional investment, innovation, replicability and sustainability.

Application Process

- Applications submitted online
- Public submission

Messaging of Competition

- The challenge focuses on finding mobile technology that addresses innovative ways to contribute to development issues. It targets those involved in ICT for development.

Judging Process

- Presentation to judges: Yes
- Through a NetSquared community vote, 15 finalists were chosen. The top 15 projects were voted on by the NetSquared Community and the final three winners were chosen by a jury selected by USAID.
- All three winners presented their ideas to senior USAID officials, experts and the public in Washington, D.C.

Recent Winners

- The Child Malnutrition Surveillance and Famine Response Project, which uses mobile technology solutions to improve the speed and quality of nutrition surveillance data for children in Malawi.
- ClickDiagnostics: A Micro-Entrepreneurship Based Model To Transform Healthcare Delivery Through Mobile Telemedicine, which enables existing health-worker networks and microentrepreneurs to provide advanced medical consultation and to gather health data by connecting them to their global health servers via mobile phones.
- Ushahidi V.2 - Mobile.Crisis.Reporting, an open source software that solves communication and visualization challenges during crisis situations through mapping and crowd sourcing.

Supplemental Support

- USAID publicized the top 15 finalists on the USAID web site, Global Development Commons and Commons.net to help facilitate networking opportunities with USAID, NGOs and other USAID partners.





HIGHWAYAFRICA NEW MEDIA AWARDS

BACKGROUND

- *Sponsors:* highwayAFRICA , the Open Society Initiative of West Africa (OSIWA), Rhodes University , Dept. of Communications Republic of South Africa
- *First Year of Awards:* 2002
- *Total Prizes:* Not available

CONTACT INFORMATION

- http://www.highwayafrica.com/index.php?option=com_content&task=view&id=58&Itemid=11
- awards@highwayafrica.com

Definition of the Problem the Challenge Addresses

- The Highway Africa-OSIWA ICT Journalism Awards honors media professionals on the continent for innovative use of new media in journalism in Africa and for producing well researched and informed stories on Information Communication Technology usage and policies.

Application Criteria

- Broad challenge: Innovative use of new media in journalism in Africa.
- Eligibility: Not available.

Application Process

- Nomination and submissions sent via e-mail.
- Private submissions.

Messaging of Competition

- The awards target journalism professionals and promote the use of ICT by honoring innovative uses of new technology by journalists, as well as honoring journalists who report on ICT.

Judging Process

- Presentation to judges: Not available.
- The judges will consider the use of new media technologies to: advance press freedom on the continent, encourage social empowerment amongst marginalized communities, and highlight innovative and creative applications of global technology for the benefit of the continent's overall media development.
- Additional awards are given for five ICT reporting categories.

Recent Winners

- Winners for the innovative use of new media:
 - KhayaDlanga, South Africa's most popular YouTube vlogger
 - Media Togo web site

Supplemental Support

- N/A



KNIGHT – BATTEN AWARDS FOR INNOVATION IN JOURNALISM

BACKGROUND

- *Sponsor:* Knight Foundation
- Run by J-Labs (The Institute for Interactive Journalism)
- *First Year of Awards:* 2003 (Previously were the Batten Awards for Civic Excellence in Journalism)
- *Total Prizes:* \$16,000

CONTACT INFORMATION

- http://www.j-lab.org/awards/about_the_awards/

Definition of the Problem the Challenge Addresses

- As the field of journalism is forced to adapt to changing delivery methods and business models, the awards spotlight news and information providers whose novel efforts seize and create opportunities to involve citizens in public issues and supply entry points that invite their participation or spark their imagination.

Application Criteria

- Focused problem solving: Innovative ways to provide news, involving citizens.
- Eligibility: Entries from all news producers are eligible. Encouraged are both top-down and bottom-up innovations, those driven by news creators and those driven by news consumers.
- Entries could include as online news experiences, news games, mobile news ideas, citizen media, creative use of cell phones, webcams, vlogging, podcasting, social networks, computer kiosks, new applications of software, content management systems and other advances in interactive or participatory journalism.
- Entries may also demonstrate simple efforts that notably connect communities in new ways.

Application Process

- Application submitted online.
- Public application – entries must remain online for at least one year from the date of the awards to serve as an educational resource. Winners will be asked to supply a version of their entry suitable for archiving.

Messaging of Competition

- The awards focus on journalism in today's world and emphasize new models and ideas.

Judging Process

- Present to judges: No.
- Winners are chosen by the Knight-Batten Advisory Board

Recent Winners

- Grand Prize – Wired.com, WikiScanner Coverage, technology showing who has edited a Wiki (U.S.).
- Special Distinction – Politifact, a database sorting items by candidate or issue (U.S.).
- Special Distinction – Ushahidi, crowdsourcing technology (Kenya).
- Citizen Media – Jdland, community site about real estate development issues (U.S.).

Supplemental Support

- Winners present their entries at the Knight-Batten Symposium.
- Winners are invited to take part in other activities to educate the profession about journalism innovations.



MEDIA INNOVATION AWARDS

BACKGROUND

- *Sponsor:* Newspaper Association of America
- *Given in Years:* 2007 & 2008
- *Total Prizes:* Public Acknowledgement. Other prize information not available
- 203 Digital Edge Applicants in 2008

CONTACT INFORMATION

- <http://www.naa.org/AboutNAA/Awards/MediaInnovationAwards.aspx>

Definition of the Problem the Challenge Addresses

- As traditional newspapers have faced competition from nontraditional news sources, the Media Innovation Awards recognized newspaper media companies who were making valuable progress in innovating print and online offerings and strategies. There is no record of the Awards being given in 2009.

Application Criteria

- Focused problem solving: Innovation in newspaper marketing, promotion and use of digital technology.
- Eligibility: U.S. newspaper media companies
- The awards included traditional marketing and promotion awards, as well as Media Edge categories that recognized news web sites; innovative visitor participation; design and site architecture; innovative multimedia storytelling; local guide or entertainment sites; local shopping and directory strategy; digital advertising and innovative use of interactive media.
- Applications screened on: strategy, creativity, impact in the local market and adaptability to other markets

Application Process

- Private submission.

Messaging of Competition

- The Media Innovation Awards are traditional journalism/media awards, honoring innovation in sales and marketing by newspapers. The Digital Edge component recognizes the use of new technologies by newspaper companies.

Judging Process

- Presentation to judges: No.
- The submissions are judged by over 24 newspaper digital media professionals.

Recent Winners

- All winners listed below are for publications with circulations of over 250,000.
- Best Overall News Site: PolitiFact, a project of the St. Petersburg Times and Congressional Quarterly to analyze the truth behind campaign claims.
- Best Local Guide or Entertainment Site: Vita.mn, the Minnesota Star Tribune's database- and user-powered arts and entertainment site.
- Best Local Shopping and Directory Strategy: Shopping Channel & Metromix Boutiques, Chicago Tribune shopping sites.
- Best Digital Advertising Program: Homepage Experience Campaign, a Minneapolis Star Tribune ad campaign.
- Best Digital Classified Innovation: Real Estate Video Tours, streaming video of home tours by the Dallas Morning News.
- Most Innovative Multimedia Storytelling: "A People Torn," a Minneapolis Star Tribune multimedia story on Liberian refugees in Minnesota.
- Most Innovative Use of Interactive Media: The Issues Tracker and HD Podcast, Washington Post innovations that use a graphical interface to browse election issues (Issues Tracker) and HD podcasts.
- Most Innovative Visitor Participation: CincyMoms.com, a Cincinnati Enquirer local moms web site
- Best Design & Site Architecture: Washingtonpost.com

Supplemental Support

- N/A



OJA – ONLINE JOURNALISM AWARDS (GANNETT FOUNDATION AWARD FOR TECHNICAL INNOVATION IN THE SERVICE OF DIGITAL JOURNALISM & OUTSTANDING USE OF DIGITAL TECHNOLOGIES AWARD)

BACKGROUND

- *Sponsors:* Gannett Foundation, Knight Foundation, Online News Association (ONA), University of Miami's School of Communication
- *First Year of Awards:* 2000 (This is the Gannett Award's first use)
- *Total Prizes:* \$30,000

CONTACT INFORMATION

- <http://journalists.org/?ojaterms>

Definition of the Problem the Challenge Addresses

- As journalism has moved increasingly onto the Internet, the OJA honors companies and people that are creating excellent online content and technology. The Gannett Award honors a person or company, journalistic in focus or not, that has built a digital tool significantly enhancing the practice of online journalism. The tool should transform aspects of online news gathering, production, presentation or distribution. The Digital Technologies Award honors achievement by a site in the use of emerging digital techniques to creatively tell stories and serve a community.

Application Criteria

- Focused problem solving: Technological innovation in journalism.
- Eligibility: Open to web sites, or sections of web sites, where journalists have originated content.
- For a Gannett Award, the site does not have to be journalistic, but should use a technology that enhances journalism.

Application Process

- Application is online.
- Private submission.
- Fourteen different awards related to online journalism, not all related to technical innovation.

Messaging of Competition

- While the content honored is online journalism and technology, these awards are similar to traditional journalism awards that highlight the best pieces written on specific topics or in specific-size publications.

Judging Process

- Presentation to judges: No.
- Winners are determined by a two-step process. A set of screeners, online journalists, narrow down the entries to a group of finalists in each category. Then the judges of the Online Journalism Awards, a group of distinguished journalists, meet to select the winners.

Recent Winners

- This is the first year of the Gannett Technical Innovation Award
- For Outstanding Use of Digital Technologies:
 - DesMoinesRegister.com, Iowa Caucuses, cited for the enormity of the undertaking with a relatively small staff.
 - Everyblock.com

Supplemental Support

- N/A



PROJECT REPORT

BACKGROUND

- *Sponsors:* YouTube, the Pulitzer Center, Sony VAIO, Intel
- *First Year:* 2009
- *Total Prizes:* \$10,000 , a Pulitzer fellowship to report on a story abroad, and electronic equipment from Sony and Intel

CONTACT INFORMATION

- <http://www.youtube.com/projectreport>

Definition of the Problem the Challenge Addresses

- Today's media landscape has been dramatically changed by the Internet and video sharing sites like YouTube. Project Report is a competition developed to inspire young amateur journalists to report on stories normally under-reported in today's media.

Application Criteria

- **Broad challenge:** Video reporting on an under-reported topic.
- **Eligibility:** Open to amateur journalists in the U.S. and countries in which YouTube has a license. Submissions must be original and not used for any other purpose.
- Submissions are broken into three rounds: Round One is a video report on an individual of significance in the reporter's community; Round Two is a video on a local story that has a global impact; and Round Three is a video on an under-represented community that includes involving the community in the filming of the story.
- Applications screened on: interest of the topic; its unique perspective; quality of reporting; storytelling method; technical execution; and overall impression.

Application Process

- Applications online.
- Public submission.

Messaging of Competition

- The competition is a traditional journalism contest, using video technology, geared for aspiring journalists. The competition is focused on the best reporting, not the use of innovative technology.

Judging Process

- Presentation to judges: No.
- The first round of submissions were judged by a judging panel comprised of Pulitzer Center on Crisis Reporting representatives. They chose 10 semifinalists, who received video equipment from Sony. The semifinalists were judged in the second round by the YouTube community, choosing five finalists who received additional video equipment. The final round was judged by both the YouTube community and the judging panel.

Recent Winners

- Arturo Perez Jr., for his story, "Abilities."
- Scott Harris, for his story, "Voiceless Creatures."

Supplemental Support

- In addition to offering prize money , a fellowship and video equipment, the top five finalists received mentoring and guidance on their final submission by professional journalists. The 10 semifinalists were also invited to attend the Pulitzer Center Journalism Summit in Washington, D.C.

Goal of the Challenge

- The Knight News Challenge (KNC) grants funds to innovative ideas that use digital technology to communicate, gather and distribute news and information in a distinct geographic community.

Marketing

- The competition relies on its own network, the Knight Foundation's networks and outreach through social networks.
- KNC marketing includes: the KNC web site; press releases and e-mail blasts to 7,500 influencers, friends of Knight, past applicants, journalists and bloggers; Twitter and Facebook campaigns; a "News Challenge Garage" offering support to applicants; in-person meet-ups; blogging on the KNC web site and in the Garage; mentions on the blogs of former winners, judges and others.
- KNC works with partners, such as the International Center for Journalists, reaching out to their networks.

Application Process

- Applicants submit initial entries online.
- After first-round screening, semifinalists are asked to submit a full written proposal online.
- During the application process, applicants' ideas are publicly available and can be commented upon by the public. Through the News Challenge Garage, applicants can work with a mentor to get feedback on their proposals. Applicants can revise their proposals based on public and mentor feedback.
- Applications can be either public or private.

Judging Criteria

- The KNC uses simple judging criteria to determine winners. All winning entrants:
 - Use digital media
 - Distribute news and information
 - Are open source
 - Work in a limited geographic area
 - Are innovative

BACKGROUND

- *Sponsors:* John S. and James L. Knight Foundation
- *First Year of Awards:* 2007
- *Total Prizes:* Grants totaling up to \$5 million

CONTACT INFORMATION

- <http://www.newschallenge.org>

Judging Process

- Some 2,300 first-round applications are reviewed by Knight staff, members of the Journalism Advisory Committee and friends of the Knight Foundation. Of these, 300-400 are asked to submit proposals.
- The first-round judges review the proposals and narrow them to 60-70 submissions.
- Twelve to fifteen selected Knight judges review the proposals online using a scoring system. Aggregated scores and comments are shared.
- The judges meet for one day to discuss the proposals and recommend winners to the Knight staff.
- Knight staff undertakes due diligence on recommended winners and gives the awards.

Recent Winners

See next slide.

Supplemental Support

- Knight helps to create a community: Knight connects winners to one another and offers them opportunities to share what they've learned with others in the field.
- KNC winners commit to blogging about their progress and ideas. They can communicate with one another through a KNC winners Listserv, and they reunite for the announcement of the new Challenge winners. Winners are also regularly tapped to speak at Knight meetings or conferences.



Recent Winners

- Mobile Media Toolkit, offers media production tool sets for download and use on a variety of phones across regions of the world (U.S.).
- DocumentCloud, a web site that enhances investigative reporting by making source documents easy to find, share and read. It provides an online database of documents contributed by a consortium of news organizations, watchdog groups and bloggers, and shared with the public at large (U.S.).
- Councilpedia, a wiki of the online Gotham Gazette, which focuses on New York City issues, devoted to local legislators. With Gotham Gazette providing coverage and context about campaign contributions and voting records, the public will be able to share what it knows about legislators through scrutinizing records and its own reporting and knowledge (U.S.).
- The Jefferson Institute, for the development of a suite of easy-to-use tools for anyone to use on any standard set of data, ranging from government databases to demographics and statistics, to create data visualizations – depictions of abstract information in the form of clear pictures (U.S.).
- Ushahidi, a free web map and timeline that journalists and citizens can use to contribute multiple reports of large news events. Contributed by web, e-mail or mobile phone, the reports will be displayed as locations on the map, as well as on the timeline (U.S.).
- The Daily Phoenix, print, web and mobile technology to cater to commuters on Phoenix’s new light-rail system, offering news and information, games, social networking features and promotions on a stop-by-stop basis so that they can interact with the city on a more meaningful level (U.S.).
- Media Bugs, a public test web site in a U.S. city for people to report errors in any news report – online or off-line. Comments are tracked to see if they create a conversation between the reporter and the error submitter, and then show whether corrections or changes result. This aggregation process will display trends in errors and show which news organizations are responsive to public questions and comments (U.S.).
- Virtual Street Corners, two Boston communities will connect through citizen journalists’ video newscasts that will be projected on life-size screens to enable real-time interaction among citizens (U.S.).
- McNaughton Newspaper Group, new and easy to use tools that will allow news organizations to essentially drag and drop articles onto an online news site (U.S.).

MEDIA GUARDIAN INNOVATION AWARDS



Goal of the Challenge

- The awards are meant to honor leading thinkers in media innovation.

Marketing

- Target audience: U.K. marketing, P.R. and advertising firms.
- Ad campaign in the print and online versions of the Guardian newspaper.
- E-mail blasts to Media Guardian’s networks (previous winners and attendees of the awards, judges, partners).
- Ads in media trade papers, such as U.K. Media Times.
- Direct calls to previous winners and winners of similar awards.
- E-mails to purchased direct-mail lists.
- For 2010, plan on using Twitter, social media, online forums of developers and meetings of developers.

Application Process

- Applications are submitted online, for a fee, with the exception of the Independent Media award which is free.
- Applicants fit into categories, such as P.R. Campaign, Branding, Creative Design. The 2010 awards will include additional digital technology awards, such as Best Application and Use of Social Media.

Judging Criteria

- The judging criteria include:
 - Does it represent technological innovation?
 - Does it work in harmony with the brand?
 - Does the technology have staying power?
 - Does it reflect issues the media has ignored?
 - Does it offer an effective way to communicate information?
- “Innovation” is not defined for the judges.

BACKGROUND

- *Sponsors: The Guardian (UK), Blitz, UTALK Marketing, LG, Andaz Liverpool*
- *First Year of Awards: 2008*
- *Total Prizes: Not available*

CONTACT INFORMATION

- <http://megas.guardianprofessional.co.uk/>

Judging Process

- Forty judges who are leaders in media, participate, such as heads of marketing agencies, creative directors, past winners, friends of Media Guardian.
- The judges are split into panels of five or six judges, each looking at two categories. The judges judge the entrants online and rate first, second and third place. Only the chair of each panel knows how everyone scored.
- After submitting scores, the judges meet for half a day to deliberate and choose the winner and two runners-up.
- Applicants do not interact with the judges.
- The winners are announced publicly at the Media Guardian Innovation Awards.

Recent Winners

- Digital Technology – Fiat eco:Drive AKQA and Fiat, an innovative application that aims to improve your driving skills.
- Independent Media – Demotix, citizen-journalist web site and photo agency (U.K.).

Supplemental Support

- Currently, none.



NEW WOMEN IN MEDIA AWARDS

BACKGROUND

- Sponsor: McCormick Foundation
- Initiative of J-Labs, American University School of Communication
- First Year: 2008
- Total Prizes: \$30,000
- Total applicants in 2009: 435, up from 190 in 2008. Of the 435, the largest number were focused on communication in geographic communities

CONTACT INFORMATION

- http://www.newmediawomen.org/site/frequently_asked_questions/

Definition of the Problem the Challenge Addresses

- Women journalists offer ingenuity and entrepreneurial ideas to journalism. The awards spotlight the contributions of creative women who have launched entrepreneurial news or information ideas.

Application Criteria

- Focused problem solving: Supporting entrepreneurial women in journalism.
- Eligibility: The project leader must be a woman.
- U.S. projects only.
- Web sites, mobile news services or other entrepreneurial initiatives that offer interactive opportunities to engage, inspire and improve news and information in a geographic community or a community of interest are eligible.
- Projects must launch (at least a live beta) within 10 months, have a plan for continuing after initial funding has ended, have journalistic value and be independent or housed within traditional media.

Application Process

- Nominations and applications submitted online.
- Private submission.

Messaging of Competition

- New Women in Media Entrepreneurs (NWME) was created to help start new, women-led projects, rather than support existing ones.

Judging Process

- Presentation to judges: No.
- Decision made by an advisory panel comprised of eight individuals with expertise in women in the news industry.

Recent Winners

- Women's Community News Franchise, the development of a complete infrastructure, to be franchised, for those who want to launch hyperlocal news sites.
- ChickRx, a team of women will launch an online health resource uniquely targeted to women, ages 18 to 27.
- The Good Food Fight, a team of women will connect consumers interested in food with larger public policy issues that affect food choices, security, safety, health and sustainability.

Supplemental Support

- Winners blog on the NWME web site.



WE MEDIA GAME CHANGERS AWARD

BACKGROUND

- *Sponsors:* We Media, McCormick Foundation
- *First Award:* 2009
- 150 nominations

CONTACT INFORMATION

- <http://wemedia.com/awards/>

Definition of the Problem the Challenge Addresses

- Game changers are people, projects, ideas and organizations leading change and inspiring a better world through media. Whether through exceptional storytelling, novel business models, significant social impact, brilliant design or powerful vision, the award seeks to honor achievers and examples that can serve as beacons of inspiration for the next generation of game changers.

Application Criteria

- Broad challenge: Achievement and innovation in media.
- International applications welcome.
- Contestants are nominated.
- Additional nomination information unavailable.

Application Process

- Not available

Messaging of Competition

- The award's emphasis is on rewarding media innovation, regardless of whether it is driven by technology.

Judging Process

- Presentation to judges: No.
- Of 150 nominations, We Media narrowed the field to 33 finalists.
- A panel of 11 judges chose eight winners based on story, design, social impact, pattern change, purpose, community and sustainability.
- We Media web site visitors vote on a Community Choice Award winner, who is invited to present their ideas at the keynote session of the We Media Miami Global Forum.

Recent Winners

- SocialVibe, spurs social networkers to choose charities they can reward financially with dollars from sponsors who get a deeply engaged audience.
- Ze Frank, a performance artist-cum-web designer
- Twitter
- The Knight Foundation
- David Plouffe
- Ushahidi
- Innocentive, applied theories of crowdsourcing and "the wisdom of the crowd" to reinvent how pharmaceutical and other science-based companies acquire and pay for basic research.
- Freewheelin', a bike-sharing program that uses wireless and social networking technology to track distance, calories burned, environmental impact and personal success.

Supplemental Support

- N/A

Goal of the Challenge

- The competition aims to identify and reward significant achievement in media and innovation. We Media wants to ensure that truly innovative media and technology ideas can become a reality by providing commercial and social entrepreneurs with the support they need, primarily at their early stages of development.

Marketing

- Target audience: Social entrepreneurs, developers.
- The competition relies primarily on iFocos, We Media, Ashoka and Ethics and Excellence in Journalism Foundation networks and partners to market the competition.

Application Process

- Applicants apply through the Ashoka web site.
- We Media encourages two- to three-person teams to propose a business plan and project.
- Applications are considered “live” (public) and are given feedback and input from the community after the challenge launches.
- There are two application tracks – nonprofit and commercial.

Judging Criteria

Judging criteria are divided into:

- Story – the creation and application of a unique storytelling experience through journalism, discovery, narrative, exposition, or new methods and metaphors.
- Design – the project creatively engages multiple levels of intelligence and understanding of complex information with clarity, style and meaning.
- Social Impact – the project impacts the social condition, stimulates citizenship, raises awareness and influences public policy.
- Pattern Change – the project pioneers original approaches and paradigms.
- Purpose – the project expresses a purposeful vision through values reflecting ethics, credibility, responsibility and authenticity.
- Community – the project organizes community – virtual or geographic – in a new way.
- Sustainability – uses innovative business practices, entrepreneurial quality or sustainable model.
- The judges look for 95-99 percent “innovation,” with little emphasis on invention.

BACKGROUND

- *Sponsors:* We Media, The Ethics & Excellence in Journalism Foundation, Ashoka Foundation
- *First Year:* 2009
- *Total Prizes:* \$50,000

CONTACT INFORMATION

- <http://wemedia.com/miami/pitch-it/>



Judging Process

- Submissions are reviewed internally by We Media, which chooses a group of semifinalists.
- The semifinalists are reviewed by a panel of external judges. We Media has two judging panels, nonprofit and commercial.
- The judging panels are comprised of venture capitalists, developers, nonprofit leaders, industry innovators and competition partners.
- Finalists are asked to present publicly to the judges at the We Media Miami conference and winners are selected.

Recent Winners

- Nonprofit: The Extraordinaries, smart phone software that allows someone to use micro amounts of spare time for social good (U.S.).
- Commercial: SeeClickFix, a free web tool that allows citizens to document nonemergency problems and to report them to those accountable for the public space (U.S.).

Supplemental Support

- We Media offers a long-term engagement with winners, providing networking opportunities to meet partners and investors and to help launch the projects.





ACCESS TO LEARNING AWARD (ATLA) GATES FOUNDATION

BACKGROUND

- *Sponsor:* The Bill and Melinda Gates Foundation - Global Libraries
- *First Award:* 2000
- *Total Prize:* \$1 million

CONTACT INFORMATION

- ATLA@gatesfoundation.org
- <http://www.gatesfoundation.org/atla/Pages/access-to-learning-award-how-to-apply.aspx#how-to-apply>

Definition of the Problem the Challenge Addresses

- Given by the foundation's Global Libraries initiative, the Access to Learning Award recognizes and encourages innovative ways of providing people in need around the world with free access to computers and the Internet.

Application Criteria

- Focused problem solving: Access to computers and the Internet.
- Invites projects from four different categories: Free public access to computers and the Internet, public training to assist users in accessing online information that can help improve their lives, technology training for library staffs, and outreach to underserved communities.
- Eligibility: Any library or similar organization outside the U.S. that provides free Internet access.

Application Process

- Applications are submitted online.
- Private submissions.

Messaging of Competition

- Particular attention is given to applicants who demonstrate an approach that could be replicated by other public libraries, governments, communities, or organizations and libraries that work with disadvantaged communities.

Judging Process

- Presentation to judges: No.
- An international advisory committee of librarians, information technology experts and foundation staff reviews applications and selects a list of final candidates. Following an independent financial and organizational review of those finalists, the foundation selects the award recipient.

Recent Winners

- 2008: Vasconcelos Program, an innovative mobile technology program, provides computer access and training to remote, indigenous communities in Mexico's Veracruz state.
- 2007: Northern Territory Library, Australia, provides technology tools and training to indigenous people living in impoverished communities in Australia.

Supplemental Support

- N/A

GOOGLE PROJECT 10¹⁰⁰

Project 10¹⁰⁰

BACKGROUND

- *Sponsor:* Google
- *First Award:* 2009
- *Total Prize:* \$10 million

CONTACT INFORMATION

- www.project10tothe100.com

Definition of the Problem the Challenge Addresses

- With today's technology making massive amounts of information available to people around the world, Google felt that it could help collect the best ideas to help humanity and then support their implementation. Google identified eight categories of ideas to improve the world and welcomed submissions from around the globe.

Application Criteria

- Broad challenge: Improve the world.
- Invites ideas in eight different categories: community, opportunity, energy, environment, health, education, shelter, and everything else.
- Eligibility: Any individual can submit an entry.

Application Process

- Applications are submitted online.
- Private submissions.

Messaging of Competition

- The competition is focused on supporting the most innovative ideas to address the world's problems, not on the team or individual who would implement the idea. Google, through a separate RFP process, will identify the implementing organizations once the winning ideas have been chosen.

Judging Process

- Presentation to judges: No, although videos of the ideas were submitted.
- Google received 150,000 ideas, which were reviewed by 3,000 Google staff members. The ideas were amalgamated into 16 finalist ideas, which were often a combination of a number of individual submissions.
- Google opened the 16 finalist ideas to public voting.
- Informed by the results of the public voting, Google's advisory board will choose five winning ideas in which they will invest \$10 million total.
- Ideas were judged on reach, depth, attainability, efficiency and longevity.

Recent Winners

- 2009 winners have not been chosen.
- The finalists include: make government more transparent; provide quality education to African students; help social entrepreneurs drive change; create real-time natural crisis tracking; build better banking tools for everyone; collect and organize the world's urban data; work toward socially conscious tax policies; encourage positive media depictions of engineers and scientists; enhance science and engineering education; create a real-world issue reporting system; promote health monitoring and data analysis; create genocide monitoring and alert system; drive innovation in public transport; make educational content available online for free; build online, user-reported news service; and create more efficient land-mine removal programs.

Supplemental Support

- While its role is not totally defined, Google will work with the chosen implementing organizations to build out the winning ideas.





Goal of the Challenge

- The competition’s goal is to encourage software development skills in young people and apply them to global development issues.

Marketing

- Target audience: Developers and STEM-D (science, technology, engineering, mathematics and design) students.
- E-mail blasts to Imagine network. P.R. through the web site, bloggers, previous participants winners and judges.
- Coverage through major media news outlets: CNN, WSJ, etc.
- 2009: 300,000 registered competitors, 59,000 students competed from 142 countries.
- In countries where Microsoft has a local presence, the local subsidiary can utilize teams of people to target local colleges and universities.

Application Process

- Applications are submitted online. Some include a video presentation.
- Teams must be comprised of students from an accredited educational organization who are 16 years of age or older.
- There are three main award categories: Software Design, Game Design and Digital Media.

Judging Criteria

- The judging criteria include:
 - 35 percent innovation and solution design.
 - 30 percent technical architecture and user experience.
 - 15 percent business viability.
 - 20 percent presentation quality and panel Q&A.
- “Innovation” is a large factor in the judging, particularly for software design, but not the biggest part. Applicants don’t necessarily have to create a completely new technology.

BACKGROUND

- *Sponsor:* Microsoft
- *First Cup:* 2003
- Winning teams share prizes of up to \$25,000.
- In 2009, 59,000 students competed from 142 countries

CONTACT INFORMATION

- <http://imaginecup.com/Competition/Overview.aspx>

Judging Process

- Applicant interaction with judges: Yes – presentation and Q&A.
- The first round of judging is generally done locally (in each country), facilitated by the local Microsoft subsidiary using external judges.
- Finalists from each country participate in the Imagine Cup Finals, a conference held in a different country each year.
- There is an external judges panel comprised of journalists, industry experts and academics. There are 30-60 judges, depending on the number of finalists per year.
- The Cup has several rounds of judging during the finals. Before finalists are eliminated, they must present in front of two separate sets of judging panels which score and rank applicants.
- After submitting scores, the judges meet to discuss and debate the winning entries.
- All finalists receive written judges’ feedback, in order to improve their projects.
- Winners are announced publicly at the Imagine Cup ceremony.

Recent Winners

- See next slide

Supplemental Support

- Imagine facilitates an online Mentorship Forum for applicants.
- Microsoft offers an IT Academy Program; a database for learning resources and training pertaining to several category areas. This was established specifically for Imagine Cup applicants.

Recent Winners 2009

Software Design: UpCity, SYTECH. UpCity allows communities to present, discuss and solve issues affecting the community (Romania).

ViVa: Epidemic Protection System – Vital Lab, addresses infectious disease by using a three-component epidemic protection system (Russia).

Health Tag – Virtual Dreams, a health care support system for remote areas that allows for easy identification of patients and access to their medical records (Brazil).

Embedded Development: Wafree uses an automated embedded system for resources on how to breed Lucanidaes, an insect that can be bred as a substitute for areas lacking arid land for traditional farming.

Networked Learning System for the Blind People – iSee, enables the blind to reach large amounts of digital reading materials, read online RSS news and chat with online friends using Braille directly (China).

Mobile e-Health System – Intellectronics, a platform that allows patient monitoring, sickness prediction and access to remote medical consultation (Ukraine).

Game Development: Choice – LEVV It , uses an arcade format to incorporate strategy games for students (Brazil).

Alternex – Epsilon Games, a game about the development and deployment of alternative energy strategies (U.S.).

Defile of Eden – Sanquine Labs, a game that allows players to manipulate their ecosystem and learn about the environment (U.K.).

Mashup: Millenium Development Goals Actor – CURIOUS, uses sentiment analysis to forge a more intimate connection between users and data (U.S.).

HospFinder – Monastery of Innovations, a mashup that allows users to search hospitals by various criteria (Poland).

Visual Earth News – PlanetKY, uses the mashup model to raise awareness about the environment (Singapore).

Unlimited Potential MultiPoint Education Award: Disease and Health Awareness – Trailblazers, a collaborative multimedia platform for public health information for children in low-income regions (India).

Interoperability Award: ProLearning – Proativa Teams, uses technology to maximize efficiency of distance learning.

Windows Mobile Award Winners: GeoScout – Team Explorer, a platform emphasizing information flows, bringing experts, organizations, societies and people together (Croatia).

Live Services Award : Help'Aged, interface that helps the elderly stay connected with family and friends (France).



INTEL'S INSPIRE: EMPOWER CHALLENGE

BACKGROUND

- *Sponsor:* Intel
- *Total Prizes:* \$400,000
- In 2009, there were more than 200 submissions from 44 countries

CONTACT INFORMATION

- <http://www.intelchallenge.com/details>

Definition of the Problem the Challenge Addresses

- Technology can offer solutions in four areas of global need – education, health care, economic development and the environment. The challenge was designed to inspire developers, individuals and organizations to innovate, and to empower them to deliver new ways to apply technology to these issues.

Application Criteria

- Broad challenge: Technological innovation to improve lives globally.
- International challenge.
- Eligible submissions involve Intel-based technology in four areas of global need: Health Care, Environment, Economic Development, Education. Submissions must use Intel-based technologies.

Application Process

- Application submitted online.
- Private submissions.

Messaging of Competition

- The challenge promotes the use of Intel technology while addressing global needs.

Judging Process

- Presentation to judges: No.
- Judges determine winners from application.
- Judging criteria include the following: scalability, innovativeness, use of Intel technology and sustainability.

Recent Winners

- CellScope, a mobile microscopy system providing a portable and inexpensive way to diagnose and monitor infectious diseases in the developing world (U.S.).
- Great Lakes Cassava Initiative, a technology-based education and data communication tool to help farmers combat cassava diseases in Africa (Kenya).
- The Mobile Solar Computer Classroom, computer education program for schools in Uganda, to provide students new opportunities in IT and to open doors to better paying jobs (Uganda).
- The Rural Livelihood Enhancement project, a proposal to deliver information and communication technology services using renewable energy to bring economic development to rural communities in Nepal.

Supplemental Support

- N/A



Goal of the Challenge

- The 15-year-old challenge currently focuses on counteracting social and economic disadvantage in developing countries through information communication technology (ICT4D), based on the Millennium Development Goals.
- Additionally, the challenge aims to promote knowledge sharing by applicants, through posting their submissions, and through the awards conference at which finalists can exchange ideas.

Marketing

- Target audience: Software developers, development professionals, nonprofits in the developed and developing worlds, academics.
- The challenge depends largely on its existing community for marketing. Challenge directors e-mail previous applicants, winners, jury members and organizational partners about the challenge and ask that they alert their networks. The challenge has partnered with the Global Knowledge Partnership in the past.
- The challenge web site receives hits from 200+ countries each year.

Application Process

- Applications are submitted online.
- The application is in two parts: a public application that remains available on the web site and a more detailed private application that is shared with the jury.
- Applications are accepted over one year.

Judging Criteria

- The judging criteria include:
 - The use of ICT in the project, as a tool to reach a real-life objective.
 - The project's impact on development.
 - The project's financial viability and sustainability.
 - If the project is run locally by local stakeholders.

BACKGROUND

- *Sponsors:* Royal Institute of Technology (KTH) in Stockholm, Sida, Ericsson and the City of Stockholm
- *First Challenge:* 1994
- Cash prize - \$7,200 (€5,000)
- Biennial
- 1,400 applicants in 2008

CONTACT INFORMATION

- <http://www.stockholmchallenge.se/about>

Judging Process

- After the year-long application period closes, the challenge staff screens the submissions and narrows them down to 800-900.
- A jury of 35-40 thought leaders, including previous winners, review the 800-900 applicants, broken down into six categories – Public Administration, Education, Economic Development, Culture, Health, Environment.
- Over two months, three or four jury members review each project. After one month, jury members can view each other's ratings and comments, and communicate online about the projects.
- Jury members do not meet, but decide projects through online discussion.
- Finalists are invited to a Stockholm Challenge conference at which the winners are announced.

Recent Winners

- Digital Green, technology that disseminates locally relevant agricultural information to small and marginal farmers in India through mediated digital video (India).
- M-Pesa Money Transfer Service, technology that allows money transfers via mobile phones (Kenya).
- World Weather Information Service, weather web site (China).
- EpiSurveyor, puts electronic data collection and analysis within reach of developing country public health workers by creating free, easy-to-use, open-source software for data collection and analysis on mobile devices (U.S.).



Supplemental Support

- Currently, none. But receiving the recognition of the award often leads winners to greater financial support.

Additional Winners

- ShilpaSayura Project, digital self learning technology for remote, rural students lacking educational resources and teachers (Sri Lanka).
- Jan Seva Kendra, an initiative using ICT to bring effective e-governance at the district level, while introducing the transition from traditional governance to paperless, place-independent governance services (India).
- RISEPAK – Relief Information System for Earthquakes Pakistan, an information tool for relief coordination in Pakistani villages affected by the October 2005 earthquake (Pakistan).
- BiblioRedes, a project that aims to modernize public libraries by promoting the use of web tools by the local communities through the Nosotros en Internet service, which includes a training and public access computing program in public libraries (Chile).
- Operation Village Health, an e-mail-based physician consultation program between the U.S. and Cambodia (Cambodia/U.S.).
- ITC eChoupal, a one-stop shop for rural Indian farmers on the Internet, transmitting information (weather, prices, news), transferring knowledge (farm management, risk management), facilitating sales of farm inputs and goods (screened for quality, price) and offering the choice of an alternative output marketing channel (India).



UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

BACKGROUND

- *Sponsor:* United National Educational, Scientific and Cultural Organization
- *First Year of Prize:* 1985
- *Total Prizes:* \$20,000
- Awarded biennially

CONTACT INFORMATION

- <http://www.globalknowledgepartnership.org/gkp/index.cfm/elementid/8574/Nominations-are-sought-for-UNESCO-IPDC-Prize-for-Rural-Communication-closes-30-Oct-2009>
- http://portal.unesco.org/ci/en/files/28926/1246954879/3Rural_prize_call_for_nominations_2009.pdf/Rural_prize_call_for_nominations_2009.pdf

Definition of the Problem the Challenge Addresses

- Rural communities, particularly in the developing world, suffer from a lack of access to media and information. The Prize for Rural Communication aims to reward a pioneering activity which contributes to improving communication in rural communities in developing countries.

Application Criteria

- Focused problem solving: Improving rural communication.
- Nominations should include: a description of the candidate's background and achievements; a summary of the work, publications and other supporting documents of major importance; a description of the candidate's contribution to the prize's objectives; and recommendations from the National Commissions for UNESCO or the NGOs enjoying a consultative status with UNESCO.

Application Process

- Nomination submitted to UNESCO.
- Private application.

Messaging of Competition

- The prize generally awards traditional media, newspapers, radio, films, using innovative campaigns or messaging. It is not focused on technology.

Judging Process

- Presentation to judges: No.
- The prize winner(s) are selected by UNESCO's director-general on the basis of assessments and recommendations made by the Jury of the Prize, which is composed of the members of the Bureau of the Council of the IPDC.

Recent Winners

- Indian daily newspaper Malayala Manorama, which was selected for its imaginative communication campaign aimed at raising awareness among the people of Kerala on the importance of water conservation as a solution to the problem of droughts in the region (2005).
- Radio Toco, the first and only community-based radio station in Trinidad and Tobago (2003).
- Maestro Pablo Pizzurno School, an organization running the Huanacache radio network that brings together all the schools and communities in the northern part of the Mendoza province of Argentina, 90 percent of which is situated in the desert area (2001).

Supplemental Support

- N/A



VODAFONE WIRELESS INNOVATION PROJECT

BACKGROUND

- *Sponsor:* Vodafone Americas Foundation, NetSquared, Global Philanthropy Forum
- *First Year of Prize:* 2008
- *Total Prizes:* \$600,000
- *Applicants in 2008:* 100+

CONTACT INFORMATION

- <http://www.vodafone-us.com/web%20innovation/about.html>

Definition of the Problem the Challenge Addresses

- The Vodafone Wireless Innovation Project seeks to identify and fund the best innovations using wireless-related technology to address critical social issues around the world.

Application Criteria

- Broad challenge: Innovative wireless technology to address global social challenges.
- Eligibility: U.S. nonprofit or an accredited U.S. university. Applicants must be based in the U.S.
- Projects must demonstrate a multidisciplinary approach that uses an innovation in wireless-related technology to address a critical global issue in one or more of the following areas: access to communication, education, economic development, environment or health.
- The technology should have the potential for replication and large-scale impact. Teams should have a business plan or a basic framework for financial sustainability and rollout.
- The project must be at a stage of research where an advanced prototype or field/market test can occur during the award period.
- Applications are evaluated on significance of the innovation, social impact, interdisciplinary involvement, market knowledge and use of innovation, and project plan and feasibility.

Application Process

- Applications submitted online.
- Public or private submission: Not available.

Messaging of Competition

- The competition is geared toward nonprofits and students/researchers /universities who are working in teams and are developing new ways to use wireless technology.

Judging Process

- Presentation to judges: Yes.
- All submitted applications are reviewed by a committee at the Vodafone Americas Foundation who select up to eight finalists to make a presentation to the judging panel. The judges have expertise in the areas of wireless engineering, international development and social entrepreneurship. Three winners are selected and announced at the Global Philanthropy Forum.

Recent Winners

- Active Networked Tags for Disaster Recovery Applications – A disaster recovery system for locating people trapped by fires and survivors of structural collapse using Active Networked Tags that are embedded in the building structure and carried by individuals – for example, attached to their clothing.
- CelloPhone – A lens-free imaging platform on a cell phone for disease detection and diagnostics using digital holograms of the cells or bacteria, that is capable of monitoring HIV, malaria, tuberculosis and various other diseases.
- CellScope – Addresses disease diagnosis and treatment challenges in developing countries by enabling clinical microscopy and wireless communication of health-care information in the field, using a compact optical microscope onto a camera-enabled cellular phone.

Supplemental Support

- N/A



DELL SOCIAL INNOVATION COMPETITION

BACKGROUND

- *Sponsors:* University of Texas and Dell (Run primarily by U of T)
- *First Competition:* 2006
- *Total Prizes:* \$61,000

CONTACT INFORMATION

- innovation@rgkcenter.org
- <http://www.dellsocialinnovationcompetition.com/SelectionCriteria>

Definition of the Problem the Challenge Addresses

- Students from all over the world are invited to create change at home, or anywhere in the world, with a social innovation designed to tackle a social problem and to help every human reach their fullest potential. Any significant social issue can be addressed in this competition.

Application Criteria

- Broad challenge: Technology for social change.
- Eligibility: U.S. and international university students.
- Projects should be original, scalable, marketable, fundable and offer deep social impact.

Application Process

- Initial online application.
- Public submissions.

Messaging of Competition

- Targeted toward students (individuals or teams).
- Competition encourages online community involvement.

Judging Process

- Presentation to judges: Yes .
- In the first round, 75 winners are selected by university staff, and 25 are selected through an online voting process.
- In round two, semifinalists create a written plan detailing the social venture and a three-minute video pitch. Along with public voting, the social venture plans are judged by leaders in academia, business, government and the nonprofit sector to select three finalist teams.
- The final round includes a live presentation to a panel of judges.

Recent Winners

- Gardens for Health, a sustainable nutritional independence for people with HIV (U.S.).
- SolarCycle, creation of solar cookers from recyclable materials

Supplemental Support

- N/A



APPS FOR DEMOCRACY

BACKGROUND

- *Sponsors:* Washington, D.C.'s Office of the Chief Technology Officer and iStrategy Labs
- *First Year:* 2008
- *Total Prizes:* \$35,000

CONTACT INFORMATION

<http://www.appsfordemocracy.org/about/>

Definition of the Problem the Challenge Addresses

- All local governments face bureaucracy and waste that could be overcome through technological innovation. Washington, D.C., created a competition to hear citizens' ideas about problems that could be solved through technology, as well as their ideas about the perfect system to receive feedback and service requests.

Application Criteria

- Focused problem solving: Washington, D.C., improving municipal services.
- Eligibility: Greater Washington, D.C., IT professionals or enthusiasts.

Application Process

- Applicants fill in online applications.
- Public submissions.

Messaging of Competition

- The contest encourages technological innovation to support a local community. Additionally, as part of its design, it encourages community members to work with one another either through development of technology or eliciting and giving feedback on its need.

Judging Process

- Presentation to judges: No.
- After soliciting ideas and feedback on ways to improve the D.C. government through technology via online submissions, posts, tweets and in-person town halls, the competition engages technology professionals and enthusiasts to develop the suggested applications.
- Technology developers compete in three rounds of code jams, at each of which winners are determined.
- Awards are granted by a panel of judges chosen by Washington, D.C.'s Office of the Chief Technology Officer.
- Winners chosen based on usability, usefulness and reflection of the needs of the community.

Recent Winners

- Shaun Farrell for vacantDC! which focuses on using DC Open 311 API to map all vacant buildings in Washington, D.C.

Supplemental Support

- N/A

DIGITAL MEDIA AND LEARNING COMPETITION



Goal of the Challenge

- The competition was initially a mechanism to build out the field of digital media, to advance the field through innovative ideas, and to build a community. The competition sponsors aim to create an interdisciplinary field that focuses on emerging trends in research surrounding innovative approaches to digital media and learning.

Marketing

- Target audience: Social innovators, technology developers, nonprofits, academics.
- Marketing campaign is administered by HASTAC (Humanities, Arts, Science and Technology Advanced Collaboratory).
- HASTAC maintains an international distribution list that is a global network of scholars interested in new media issues.
- Sent e-mail blasts to education blogs and foundation distribution lists.
- HASTAC hired a social media expert to find promising outlets for marketing.
- Reached out to MacArthur communities and program offices in different countries.

Application Process

- Narrative proposals are submitted online.
- There are two categories – a Young Innovator Award and a general Innovation Award.

Judging Criteria

- The judging criteria include the following questions:
 - Is it a robust project concept?
 - Is it sustainable?
 - Does the group have experience and a strong staff in place?

BACKGROUND

- *Sponsors:* John D. and Catherine T. MacArthur Foundation, Duke University, University of California Humanities Research Institute, HASTAC (Humanities, Arts, Science, and Technology Advanced Collaboratory)
- *First Challenge:* 2008
- *Total prizes:* \$2 million

CONTACT INFORMATION

- <http://www.dmlcompetition.net/>

Judging Process

- A first-round group of 60 judges are picked by HASTAC and include thought leaders, senior academics and prominent industry figures.
- The judges narrow down the applications to 70-100. There is an electronic scoring/ranking system which can be viewed by other judges. Second-round judges narrow the group to 15-20 winners using the same method.

Recent Winners – Innovation and Young Innovator Awardees

- See next slide

Supplemental Support

- Currently, none.

Innovation Award Winners

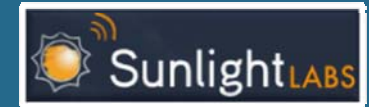
- DigitalOcean: Sampling the Sea, an online platform for 200 classrooms around the world that allows young people to monitor, analyze and share information about the declining global fish population (U.S.).
- Global Challenge, a problem-solving competition using a wide variety of digital media and social networking tools. K-12 students develop and propose solutions to complex global problems from global warming to the future of energy (U.S.).
- History Game Canada – Centre for the Study of Democracy, Queen's University, Built on the popular "Civilization" strategy game platform, History Game Canada enhances the history-learning experience of 12- to 18-year-olds by putting them in control of early Canadian civilizations (Canada).
- M-Ubuntu – Learning Academy Worldwide, a project that uses inexpensive mobile phone technologies to connect teachers in South Africa to each other and to teachers in the United States (South Africa).
- Participatory Chinatown – Hub2, enables local neighborhoods to participate more meaningfully in the design and development of their own public spaces (U.S.).
- Playpower: Radically Affordable Computer-Aided Learning – University of California, San Diego, uses a \$12 TV-computer (TVC) as a platform for open-source participatory design of 8-bit learning games that seek to improve educational access (U.S.).
- Student Journalism 2.0 – ccLearn, engages high school students in understanding legal and technical issues intrinsic to new journalistic practices (U.S.).
- Talkers and Doers – E-Line Ventures, a platform through which at-risk teens and young adults learn about entrepreneurship through games (U.S.).
- TecnoTzotzil, a project that leverages low-cost laptops to help indigenous children in Chiapas, Mexico, learn by producing and sharing their own media creations.
- VocesMóviles (Mobile Voices), a low-cost, mobile, multimedia platform that lets low-wage immigrant day laborers in Los Angeles share, create and publish multimedia stories to become citizen journalists.
- The Wild Lab, applying the latest mobile phone technology to K-12 participatory science. WildLab engages students in collaborative citizen science and encourages local environmental stewardship.

- Wiki Templates Transforming Instructional Environments (WITTIE) – Old Dominion University, helps teachers move to a student-centric approach to learning through a Wikki application (U.S.).
- Women Aloud: Videoblogging for Empowerment (WAVE), a digital platform for women ages 18-25 that uses video blogging to address key issues (India).

Young Innovator Award Winner

- CellCraft: Exploring the Cell Through Computer Games, engages kids in ways that make biological principles personally meaningful and relevant (U.S.).
- Civics Lab, puts elementary and middle school students in virtual control of decision making in their communities to encourage civic participation, critical thinking and a sense of place (U.S.).
- Digital Democracy Contest, employs existing online tools to help young people explore complex data sets and engage with them in meaningful ways (U.S.).
- Networked Newsroom, an online participatory learning news platform that enables users to post story ideas, leads, photos, videos and other information directly from their computers or mobile phones (U.S.).
- Origami: Enfolding Real and Virtual Learning, a file-sharing system you can talk with by e-mail and text message (U.S.).

SUNLIGHT LABS APPS FOR AMERICA



Goal of the Challenge

- Sunlight Labs uses the contest to develop a network of software developers interested in creating software applications and mashups for government transparency and accountability. A secondary goal is to demonstrate that there are developers outside the current cadre of government contractors who are interested and skilled at creating applications for data.gov.

Marketing

- Target audience: Primarily U.S.-based, professional software developers and enthusiasts – “devactivists.”
- The competition targets developers using Django or Ruby on Rails.
- P.R. campaign using Google and O’Reilly media networks that led to blog coverage.
- Speaking events (i.e. Open Source Convention).

Application Process

- Applications are submitted online and are publicly available. As Sunlight Lab’s emphasis is transparency, public submission is a key component of their competition structure.

Judging Criteria

- Awards are judged on:
 - Transparency: Does the app help citizens see things they couldn't see before the app existed?
 - Permanence: Will the app be usable over a long period of time? Does the idea have survivability?
 - Design and Visualization: Does the app look great? Does the app visualize data in a new and interesting way?
 - Usefulness.

Judging Process

- A judging panel chooses the top three finalists. The judges do not meet but communicate via e-mail.
- The Sunlight online community votes for the winners, which are announced at the Gov2.0 Conference.

BACKGROUND

- Sunlight Foundation, Google, O’Reilly Media and TechWeb
- *First Competition:* 2008
- *Total Prizes:* \$20,500

CONTACT INFORMATION

- <http://sunlightlabs.com/about/>

Recent Winners

- **Finalists – Apps for America 2:**
 - Govpulse.us, a Federal Register browser.
 - ThisWeKnow.org, the EveryBlock for federal data.
 - DataMasher, takes two different public data sources and mashes them up with an operator, which can be shared.
- **Winners – Apps for America 1:**
 - Filibusted, tracks support of different legislation.
 - Legistalker, tracks the online activity of congress members.
 - Hello, Congress, connects users with their legislators’ web sites .
 - Know Thy Congressman, a bookmarklet that displays political and biographical information about current members of the Senate and House of Representatives.
 - Yeas & Nays, allows users to call the congressperson from any web page.
 - E-Papertrail, informs users of legislators votes, speeches and legislation.

Supplemental Support

- Sunlight has no formal supplemental support mechanism in place. Occasionally Sunlight will award a follow-up grant, or even take over the entire app itself.