



This Submission is directed to the refresh of the Digital Strategy 2.0 on behalf of the World Summit Awards particularly focusing on content and collaboration.

It is a request for consideration that the ICT overarching body adopt the very successful World Summit Awards as an established and on going project as part of its work programme.

Background: New Zealand and the World Summit Awards
Building the best and most creative global digital content network

What is the WSA?

The **WSA** is a global showcase of 40 outstanding projects, in eight categories, with a special emphasis on those which show the benefits of information and communication technology for the development of communities and society at large. The eight categories that constitute the WSA are:

- e-Health
- e-Learning
- e-Science
- e-Culture

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- e-Government
- e-Business
- e-Entertainment - Gaming
- e-Inclusion – Not-For-Profit

There are two components that constitute the WSA:

1. A biannual call for submissions - an international selection from 160 participating countries
2. A readymade roadshow consisting of the top 40 submissions and Special Mentions.

Why are the World Summit Awards Important?

Technologies develop rapidly but quality e-content and innovative applications often lag behind. These awards promote an international dialogue around how content industries change within a digital environment and what role information and communication technologies play in transforming the competitive landscape.

While post-industrial societies have tended to pay substantial amounts of money for equipment and gadgets, it appears they have invested far too little in content quality. But the importance of investing in the enhancement of e-content is now recognised globally.

Until recently New Zealand has relied heavily on its commodity base, but increasingly, government Strategies such as Digital Strategy 2.0 are recognising the necessity for alternative models of wealth creation. Innovative technology is playing an important role in this new approach and can best be realised in a global and cooperative model. This will ensure the necessary economies of scale for viability in the global market – after all New Zealand's domestic market consists of only 4 million people.

New Zealand is viewed globally as politically stable and trustworthy. Coupled with a disproportionate number of creative ideas; an evolving bicultural approach; small size and population and long distance from the rest of the world, all contribute to a unique outlook and approach. New Zealand has much to offer internationally but to achieve well here we need world-wide visibility.

Whilst much New Zealand e-content has been developed for domestic application, many local projects and applications are valuable globally, for example our specialist services in earthquake engineering.

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Unfortunately, many international research groups have ignored New Zealand's 'digital economy', preferring to include Australia in Asia Pacific or global studies, and it has been difficult to track New Zealand's progress in this area. However, the government's Digital Strategy 2.0: achieving our digital potential underpins digital innovation as one of the key futures for New Zealand.

Digital content and interactive media services lie at the heart of maintaining New Zealand's advantage in the global information economy. Future technologies will be used in the shaping of New Zealand's economic prospects. The knowledge economy is one of the important New Zealand drivers.

The WSA framework, as developed by Professor Peter Bruck, will have increasing influence on the design of quality products and services on a global basis. The framework with its inherent clarity and simplicity, as well as its focus on content, offers New Zealand exciting new opportunities to participate in a globalised economy.

The addition of the Pacific Nations, although a separate initiative, creates a wonderful & unique opportunity to create digital networks that will be really valuable to support economic, social and cultural wellbeing in both NZ & the Pacific.

Related Links World Summit Award www.wsa-award.org.nz www.wsis-award.org

The Value

The idea for the new ICT overarching body is to adopt the World Summit Awards as a very successful, high visibility project that would add to ensuring the five themes that underpinned the design for the refresh of the Digital strategy.

The philosophy of WSA is a perfect match with the Digital Strategy, and completely inline with the **six broad themes**:

1. Affordable, fast broadband for all New Zealanders
2. ICT driving creativity, innovation, productivity and wealth creation
3. ICT skills and capability – education and life-long learning
4. NZ Community and content - harnessing our unique identity, strengthening communities
5. Sustainable Development – ICT supporting efficiency and conservation of resources
6. Collaboration across sectors

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How would this happen?

The WSA has a high profile internationally and could be well used to support and enhance the soon-to-be established body across the six themes:

- **Affordable, fast broadband for all New Zealanders**

I have always argued that broadband is not just a matter of cost but rather many people still don't know why and what can be realized with fast BB. The WSA roadshow is a readymade opportunity to show a broad cross sector of practical applications. A roadshow around the country is something that could also be realized. Te Papa is currently considering a WSA roadshow + a broad selection of NZ projects

- **ICT driving creativity, innovation, productivity and wealth creation**

The WSA is about the best in e-content and creativity & provides the perfect framework for giving visibility to a broad range of diverse applications both nationally and internationally

- **ICT skills and capability – education and life-long learning**

The accessibility of the applications promote, explain and encourage those who are less familiar to become more actively engaged.

- **NZ Community Content - harnessing our unique identity, strengthening communities**

The WSA network – new media for a better world - is to encourage, explain the creation of local content. The addition of the separate Pacific initiative means the network has even more relevance to NZ & the whole Pacific region.

- **Sustainable Development – ICT supporting efficiency and conservation of resources**

The aim of the WSA is to strengthen the economic, social and cultural wellbeing through sustainable practice

- **Collaboration across sectors**

The WSA promotes local and global cross-sector collaboration in creative content and interactive applications.

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In Summary

It is my hope that the new 'digital body' will look very favourably towards the adoption of WSA this year and beyond.

It is my intention to run the WSA Process for this year for NZ & the Pacific, however it would be the perfect opportunity to work with the new governance body in a hand-over phase.

The value and benefits to have a project that is running well and enjoys good visibility is, I hope, an attractive proposition.

If properly used, the WSA provides a ready made vehicle as a unique cross sector/ discipline award structure – most existing awards are sector driven and internally focused.

The WSA provides an opportunity through the Roadshow / Exhibition to have a broad cross sector dialogue inline with the refresh of the Digital Strategy.

The Digital Content Exhibition / Roadshow / Symposium later this year to coincide with the release of the Refresh of the Digital Strategy 2.0 would be an exciting and timely development. The WSA top 40 applications and Special Mentions coupled with NZ submissions and completed CPF projects would be a very welcome addition to the ICT calendar. This has never been done before and I think is a great way to celebrate all the great projects that remain invisible to many New Zealanders.

Last but not least WSA puts NZ on an international arena which offers exciting new opportunities to participate in a globalised economy.

The addition of the participation of Pacific Nations, although a separate initiative, creates a wonderful & unique opportunity to create digital networks that will be really valuable to support economic, social and cultural wellbeing in both NZ & the Pacific.

For further information please don't hesitate to contact me.

Kind regards Jan Bieringa

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- Additional information with the 2008 – 2009 activities is available in the attached pdf
- Also attached press release for '07