



EUROPEAN YOUTH AWARD

ICNM - International Center for New Media
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www.eu-youthaward.org
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PRESS RELEASE

Digital Generation shows Social Commitment: Developers' Hackathon for Digital Projects in Social Space held in Salzburg

From March 2-4, the European Youth Award EYA will gather creative, young people in Salzburg for planning and developing prototypes for digital projects with social value. The EYA Social Hackathon is not only characterized by its innovative content, but also by its international guest coaches from Asia, EU and USA giving feedback remotely to participants.

Clack, clack, clack – fingers flying over the keyboards, concentrated work, passionate discussions and the great joy in the first, functioning results: these are the main elements of the **EYA Social Hackathon**. 48 hours in three days. From March 2-4, 2017.

This creative coding marathon calls for the solution of a social problem burning under the participant's skin. The task: to develop digital projects together with others to improve society. The first EYA Social Hackathon in Salzburg takes place in cooperation with the University of Applied Science in Salzburg (FH Salzburg), the FH StartUp Center and the Salzburger Nachrichten.

The annual European Youth Award, a pan-European contest for young people, social entrepreneurs and start-up founders, selects and awards the best digital projects with an impact on society. EYA shows how young Europeans create innovative solutions for societal challenges.

Reflecting this motto, the theme of the 2017 prototype-creating **EYA Social Hackathon** is "*Digital Projects in Social Space – gender | transculture | disability | family*".

EYA invites creative people of different backgrounds to have fun developing something new together. It's not necessary to bring profound coding knowledge; the more diverse the community, the more creative the results will be. Everyone is welcome and can contribute in his/her way.

To enhance the event's transcultural perspective, participants will work with international guest coaches from Singapore, Malaysia, Bulgaria and the USA. Each coach, available for one hour, will give feedback to the teams remotely.

"*The number of participants is limited to 100 and only 15 tickets are left*", Birgit Kolb, Project Manager of the European Youth Award, is delighted. This is the last chance to get your ticket for the **EYA Social Hackathon**.

The results will be presented on March 4, from 5.30 pm to 7.30 pm, at the headquarters of the Salzburger Nachrichten. An interdisciplinary jury will select and award the best teams. This event is free of charge and open for the public upon registration.

**For more Information please contact the Project Manager:
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In co-organization



Salzburger Nachrichten

With kind support of





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Quick-Info:

Date: March 2-4, 2017

Check-In: March 2, 2 p.m.

Max. Participants: 100

Place: University of Applied Studies Salzburg, Urstein 1, 5412 Salzburg

Final Presentation: March 4, 5.30-7.30 p.m. at SN Aula, Karolingerstr. 40

Programm: <https://eu-youthaward.org/hackathon-program-2017>

Tickets: EUR 11,- (<https://eu-youthaward.org/hackathon-ticket-order/>)

About the European Youth Award (EYA)

Called to life by prof. Peter A. Bruck, honorary chairman of the International Center for New Media in 2012, the European Youth Award (EYA) is a leading pan-European competition honouring excellence in the use of Internet and mobile applications for social empowerment. Conducted under the patronage of the Council of Europe and the Congress of Local and Regional Authorities, EYA is an annual contest motivating young people under the age of 33 to produce socially-valuable digital projects addressing the goals defined by the Council of Europe, Europe 2020 and the UN SDGs.