



## EUROPEAN YOUTH AWARD

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[eu-youthaward.org](http://eu-youthaward.org)

<http://www.facebook.com/EuropeanYouthAward>

<http://www.twitter.com/eyagraz> | #EYA17

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# Coding Game empowering Girls wins #EYA17 Youth Award in Graz

*This year for the sixth time in Graz, the young digital innovators from all over Europe winning the [European Youth Award \(EYA\)](#) met to show and discuss their creative digital projects that improve society at the EYA Festival from November 29 to December 2. Convincing the EYA Festival Jury with its unique approach and smart business model, the project "Erase All Kittens" – a fun game teaching young girls coding – was selected as EYA Young Digital Champion (Overall Winner).*

This year's EYA Festival gathered more participants than any of its predecessors in Graz. Over 300 international from business, science, and politics truly lived this year's Festival motto and became "United in Digital Creativity".

**The winning projects:** [17 digital start-up projects](#) from around Europe and neighbourhood countries travelled to Graz to share their remarkable work with more than 300 international guests and the Festival Jury. People travelled from far and wide – Syria, US, UK, Morocco, Germany, and various other places in the European community. The common denominator between the winning projects is that they are digitally innovative and inspire social change. However, each project achieves that goal in its own distinct manner.

For instance, the winning project [OTmotion](#) helps people turn strenuous physical therapy into fun, interactive games. [SOS121](#) is an application that gives citizens in flood prevalent countries the ability to prepare for floods with more effective methods, and the project [My Day](#) helps people with disabilities know which public buildings are easily handicap accessible in their community. The winning projects are a testament to the creative and helpful impact young people can make in their communities.

**The EYA 2017 Young Digital Champion:** Leonie Van Der Linde convinced the [Festival Jury](#) that out of the 17 winning projects, her project "[Erase All Kittens](#)" is the EYA Young Digital Champion (Overall winner). *Erase All Kittens* tackles gender roles, media consumption, and the issue of a widespread lack of computer coding education. The game is designed to teach young girls, primarily aged 8-14, how to code in a fun and story driven way, while also teaching them to be creators rather than consumers of technology. Overall, the Festival jury was intrigued by the fact that the game could also be used to educate young boys about coding and gender equality. Further, *Erase All Kittens* set itself apart from other projects with its marketability and ability to have great success while charging their customers a small fee already from the beginning.

Besides the Winners presentations, one of the other Festival highlights was the popular "**EYA Campfire**". Experienced entrepreneurs and managers motivated Festival guests with their personal success story about jump-starting their career and gave them insight on what it takes to be a successful entrepreneur.

Festival attendees also had the chance to listen to the winning project presentations, attend workshops, and enjoy [Paul Hughes'](#) unique "Ten Meter of Thinking" performance – a keynote on **how to grow yourself, your idea & your network**.

The Friday morning session was dedicated to "Micronetworks" and "Micronetworking". The interactive World Cafés taught participants about strategies for creating, entering, and leaving a "Micronetwork." Very in depth ideas about the ins and outs of networking, and how a micronetwork differs from a traditional network, were brought to life all within one morning.

#EYA17 Festival proved that these young smart and creative digital natives are a source of hope to tackle the ills of the world. One can already be excited to see the solutions of #EYA18 contestants. New digital projects with added value for the society of persons under 33 years old can already be submitted for #EYA18: <https://db.icnm.net/Signup/EYA/2018/#page-signin>

More information: <http://eu-youthaward.org/>

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### About the European Youth Award (EYA)

Called into 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, the Congress of Local and Regional Authorities, EYA as annual contest seeks to motivate young people under the age of 33 to produce socially-valuable digital projects addressing the goals defined by the Council of Europe and Europe 2020 as well as the SDGs.

The annual winners event (EYA Festival) is a unique event combining knowledge – innovation – networking – inspiration – motivation taking place in Graz at the end of November. It is a public event and everybody is welcome to join.

### Keypartners and Supporters:



under the auspices of the Secretary General of the Council of Europe, Mr. Thorbjørn Jagland, and the patronage of The Congress of Local and Regional Authorities

