

Press Release

## **CEBIT 2018: Merging global initiatives for development in Africa. World Summit Awards for digital innovation with impact on society joins German government Make-IT Alliance.**

**CEBIT Berlin / Salzburg, June 11, 2018.**

**Dr. Maria Flachsbarth, Parliamentary State Secretary to the German Federal Minister for Economic Cooperation and Development (BMZ) signed a Joint Declaration of Intent with Prof. Peter A. Bruck, Chairman of the World Summit Awards at CEBIT.**

World Summit Awards joins the German Make-IT Alliance to support and foster digital-entrepreneurship in developing countries.

The Make-IT Alliance is a strategic grouping of tech companies, business associations, social entrepreneurs and ecosystem partners, working with the German government to assist in development activities. By linking the experience and practical knowledge of successful and established companies and institutions in the digital economy with the ideas and innovative strength of young entrepreneurs of tech start-ups, the government's Make-IT Alliance adds further value to the Make-IT Initiative.

### **Merging networks to foster change making digital innovation for social good in Africa.**

The mobile revolution is a game changer, especially in developing countries, providing access to information and empowering people. To make real benefit of the mobile revolution, relevant content and sustainable applications are essential.

WSA, a global community and annual contest system for digital innovation with social impact, will bring its network to the Make-IT Alliance to support local social entrepreneurship in Africa. Working in over 180 countries, WSA promotes start-ups and tech entrepreneurs demonstrating the potential of ICTs with relevant content.

The main aims of the partnership are:

**Local networks.** WSA works in cooperation with local experts, establishing local multi-stakeholder networks, to select and promote best practice solutions and foster local development.

**Mentoring.** Providing social entrepreneurs with sufficient mentoring is a key factor of sustainable growth and impact.

**Local value.** Supporting and providing a network for sustainable Start-Ups with a focus on local communities and a focus on the offered value-add.

[WSA Chairman Peter A. Bruck](#) states on the joining of WSA in the Make-IT Alliance together with the Federal Ministry for Economic Cooperation and Development: *“This close and strategic collaboration for talent development in Africa bears exceptional value by combining WSA’s strengths, resources, and networks with the German initiative and the European Union priority for Africa. In the rapidly changing, highly interconnected and digitalized world, creating positive social, economic and environmental change requires the cooperation of a wide range of stakeholders from the digital society and economy. We need to address the digital and social divides which retard development and harm people and communities. The partners possess valuable knowledge, as well as many years of experience in facilitating change processes globally and supporting digital transformation. WSA is*

*delighted to contribute to this ambitious alliance and program.”*

### **About the WSA**

**The World Summit Awards (WSA) were founded in 2003 by Austria as part of the UN World Summit on Information Society as a global initiative to award local digital content with high social value and presents it worldwide. Through close cooperation with the United Nations agencies and strategic alignment with the UN SDGs, the WSA is a globally recognized quality seal for digital innovation.**

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