

New Media Award

Winner: Makutano Junction

With so much focus in New Media on the 'new' its hugely refreshing to come across a brilliant idea, brilliantly executed. Makutano Junction brings the voices of the developing world into the classroom so UK children can view them as peers. The result is innovative, charming and engaging and the judges feel it stands out as a model that everyone could learn from.

ONE Campaign: Haiti Debt Action

'Do one thing, but do it brilliantly' is the current mantra of the online world. There can be no better example than this online campaign for relief of Haiti's debt following the 2010 earthquake. Haiti Debt Action is proof of the power of social media as a campaigning tool.

Copenhagen Live 24/7

The Copenhagen summit was the one-world news event of 2009. Copenhagen Live turned a news story into a truly participative event through its compelling combination of original activist content, smart social media and an innovative distribution strategy, lifting it far above the operations of the large media organisations with their far greater resources.

Members of the Jury

Andrew Chitty, Managing Director, Illumina Digital (Chair)
Tim Sparke, Chief Executive, Mercury Media
Nick Cohen, Knowledge Multiplatform Commissioner, BBC Vision

