

European Workshop  
**Perspectives of Web 2.0 for Citizenship Education in Europe**

7 - 9 April 2011  
 Brno, Czech Republic

## Project Fact Sheet

### Workshop 1: “Web 2.0 and Citizenship in Europe”

	Section	Indications of content
1	<b>Title of the project</b>	Global Citizen <i>The World’s First Comprehensive Open Innovation Platform for Global Solutions</i>
2	<b>Main topics (select 5 max.)</b>	Global Citizen focuses on shaping globalisation based on a <i>citizen-to-citizen</i> approach.
3	<b>Objectives of the project (250 words)</b>	<p>Global Citizen will be developed into the world’s first “3-in-1” platform for generating global solutions. It is all about sharing knowledge, building networks and generating solutions. Global Citizen is supported by the European Commission and others and currently involves the participation of more than 100 people (primarily students) from more than 25 countries.</p> <p>In the years to come we need to find and organise 1.000 of the world’s most knowledgeable and engaged students that will be in charge of editing our +2.000 topics on “globalisation”. Thus, they will provide the knowledge base and become the core of the network that will make a full-fledged innovation platform possible. Eventually, Global Citizen will consist of these three platforms:</p> <ul style="list-style-type: none"> <li>• <b>Innovation platform</b> that can handle thousands of inputs on thousands of issues. The aim is to tackle the present <i>innovation deficit</i>.</li> <li>• <b>Network platform</b> that can organize thousands of contacts, their relations and their competences. The aim is to tackle the present <i>network confusion</i>.</li> <li>• <b>Knowledge platform</b> that contains all key categories embedded in “globalisation”. The aim is to tackle the present <i>information overload</i>.</li> </ul>
4	<b>How would you describe the impact of your project for citizenship education and citizens’ participation in politics and society</b>	<p>We believe that co-creative innovation still has its best to offer. We firmly believe that is possible to engage students from all over the world in a citizen-to-citizen research on globalisation – thereby paving the way to generating global solutions to the benefit of everyone involved.</p> <p>Of course this cannot be done overnight, but we have already witnessed that students are very interested in taking part in an endeavour where they are the ones producing something others</p>

		can make use of. Too often students have been asked to passively consume what others have produced. This is not our approach at Global Citizen. We have a citizen-to-citizen approach where it is ourselves as citizens that engage and teach other citizens – and <i>vice versa</i> .
5	<b>Target groups</b>	We expect our users to be found in business, politics and civil society (including academia, NGOs and others) that are engaged in solving global problems and turning global possibilities into reality. In short, our target group are fellow citizens that have a fact-based world view and believe that we need to do better in combining market and politics and also develop new products and new businesses under the headline profit, people, planet.
6	<b>Social Media Formats/ Project Methods used during the project</b>	Global Citizen is a website that rests on the many-to-many communication concept that also lies at the core of web 2.0
7	<b>Range and sustainability of the project (local, regional, national)</b>	Global Citizen is – as the name suggests – global. We are 100% non-profit and expect our future income to come from public and private foundations as well as from companies interested in working with <i>profit, people, planet</i> .
8	<b>Project results</b>	Global Citizen's first platform (the knowledge platform) is up and running including more than 2.000 topics. We are now working on filling in the content and we have started out by focusing on our 113 Energy topics. We have managed to solve all key technical obstacles and are now running an organisation with more than 30 students and employees on the payroll.
9	<b>Contact information (first name, surname, postal address, name of organisation, e-mail address, phone)</b>	Søren Winther Lundby J.P. Larsens Vej 18 8220 Brabrand, DENMARK Phone: +45 40 27 60 64 E-mail: <a href="mailto:swl@globalcitizen.net">swl@globalcitizen.net</a> <a href="http://www.globalcitizen.net">www.globalcitizen.net</a>  <b>Please do also take a look at the intro video</b> <a href="http://screencast.com/t/NNBR0JAY">http://screencast.com/t/NNBR0JAY</a>