



With Telefonica's support, M-Inclusion launches "Apps4Change", that will recognise the best application that tackles social exclusion

Telefónica has launched Apps4change, a competition offering a prize of 10,000 dollars to the developer of a technological solution which makes life easier for people at risk of exclusion. The objective of this initiative, part of the European project M-Inclusion led by Telefonica, is to imagine, design and implement the best idea.

M-Inclusion aims to create a community of users and developers for those suffering from chronic diseases, people in isolated areas, people with disabilities or on low incomes and developers or research organisations related to mobile technologies in the European Union and Latin America.

In selecting the winning solution of Apps4change, the level of innovation and the assistance the proposals can provide to people of this kind will be taken into account. The prize-giving will coincide with the First Open International Forum, in the context of the Móvil Fórum Conference 2012, which will take place on the 21st and 22nd of November in Barcelona.

(http://espana.movilforum.com/ai1ec_event/movil-forum-conference-2012/?instance_id=)

All the proposed applications will be made available to these groups of people in the M-Inclusion marketplace, where they will be able to find some of the most important applications in the world related to digital inclusion.

M-Inclusion is an initiative funded by the European Commission (EC) under the auspices of the 7th Framework Programme, the main tool in Europe for the funding of R&D projects. The consortium, led by Telefónica, also includes Futura Networks Colombia, Innovation Engineering, Econet, the Nokia Technology Institute of Brazil, the Federal University of Minas Gerais in Brazil, Cayetano Heredia University in Peru and the Polytechnic University of Valencia in Spain.

Please, to take part in the competition before the 15th of November.

Click on the following link to have more information:

<http://www.m-inclusion.eu/news/m-inclusion-launches-%E2%80%99Apps4change%E2%80%9D>