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Dirección de Comunicación Institucional

Cuba is nominated with two projects for the World Summit Awards (WSA), a global initiative whose objective is to select and promote the best of the world in digital content and innovative applications. Likewise, it promotes the creation of varied informative content and the digitalization of educational, scientific and cultural heritage. These awards are offered in cooperation with the United Nations (UN World Summit on the Information Society).
Within the competition, the projects presented are divided into seven categories according to their corporate purpose, character and ability to transform the environment (Content, Functionality, Design, Technology, Innovation, Impact and Global Value / United Nations) so that their results have the opportunity to be presented to world leaders and business members of the United Nations.

The Cuban projects nominated: "Red WiFi Comunitaria", belonging to the Joven Club and "Centro para la interpretación de las relaciones culturales Cuba-Europa", of the Office of the Historian.
The project "Red WiFi Comunitaria" as the best digital solution in Cuba in the section of Government and Citizen Participation, competing with nominations from 80 countries. The main objective of the project is to expand TinoRed, a network of Joven Club and the most extensive in the country, to all communities. It has been working intensely in the creation of the infrastructure to bring to the Cuban family products and services with a higher quality. Currently, there are more than 27,000 users connected by wireless and they are enjoying a great variety of products: Video games, chat, voice, messaging, the Cuban Collaborative Encyclopedia EcuRed, the product Cultural Mochila, Estanquillo, Reflejos and others that guarantee the complete enjoyment and learning of the Cuban family.
The museological and educational proposal of the Palacio del Segundo Cabo, in the category Learning and Education. This nomination is due to the innovative and didactic use of new information and communication technologies (ICT) in the Center's museography and the impact it has generated in the public.
The Center, attached to the Office of the Historian of the city of Havana, is a museum space that communicates cultural contents from multiple communication resources: audiovisuals, scenographies, infographics, panels, three-dimensional information supports, replicas of heritage objects available by touch, sound modules, tactile devices, augmented reality, software and apps, which allow an efficient communication of complex knowledge with different levels of accessibility. It promotes access to knowledge and education, so it also disseminates its contents from a media library and in a systematic socio-cultural programming.
The mission of the Palacio del Segundo Cabo is to promote the knowledge of the cultural relations between Cuba and Europe in its permanent exhibition and by means of diverse socio-cultural projects directed to different publics, promoting the access and use of the new technologies.
It is the first digital museum conceived in Cuba. It favors a visit to the museum that is more experiential, interactive, and contemplative, where the user is the protagonist in each area of museum management. It

investigates and promotes topics that, from different actions and workshops, have managed to awaken the interest of the community. It also carries out the development of apps, software, editorial and audiovisual news.
According to WSA president, Peter A. Bruck: "WSA combines two main perspectives in its initiative: first, the commitment to the UN ODS and how to use ICTs for development. And second, the development of a global knowledge society. The UN ODS should be our measure, in terms of what to look at and where to look at it. Today we live in a completely different environment, through the mobile revolution, through the emergence of the algorithmic era, data has become as much capital as labor, money from the earth and machinery. That's why it's more important than ever to evaluate what excellent content really delivers solutions and impact. Local and qualitative content has become the key and permanent issue. WSA presents an innovation that uses ICTs for social connectivity. Connecting for impact."
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For more details please visit the Joven Club website at https://bit.ly/3jWiP41 [1]

And the website of the Second Cape Palace at the link https://bit.ly/3ldpGHG [2]
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Links
[1] https://bit.ly/3jWiP41
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