



WEBER SHANDWICK

Media Monitoring

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Journalist: **Leong Wai Kit**



SINGAPORE: UN Women Singapore is looking to the virtual world in its bid to improve the lives of disadvantaged women and girls around the world.

It announced on Tuesday, ahead of the 100th anniversary of International Women's Day, that it has joined hands with MasterCard to launch a year-long social media-driven campaign entitled "Project Inspire: 5 Minutes to Change the World".

The initiative aims to invite youths aged 18 and 35 in Asia Pacific, Middle East and Africa, to share life-changing ideas and their visions of a better world, through a five-minute video.

Shortlisted finalists would be required to convince a global voting audience, and present their ideas live in Singapore in August to a panel of experts.

The winner would be awarded US\$25,000 to materialise his or her idea.

Interested participants can log on to www.5minutestochangetheworld.org to submit, as individuals or in groups of three, a five-minute video on how they would use the grant to implement their life-changing idea.

Participants may submit a written proposal in areas with limited access to technology.

Entries open on March 8, International Women's Day and close on June 30, 2011.

"Project Inspire: 5 Minutes to Change the World" is jointly organised by UN Women Singapore and MasterCard, and supported by INSEAD, Bain & Company and Channel NewsAsia.

- CNA/ir